

1954 COMPETITION — FURNITURE STORE

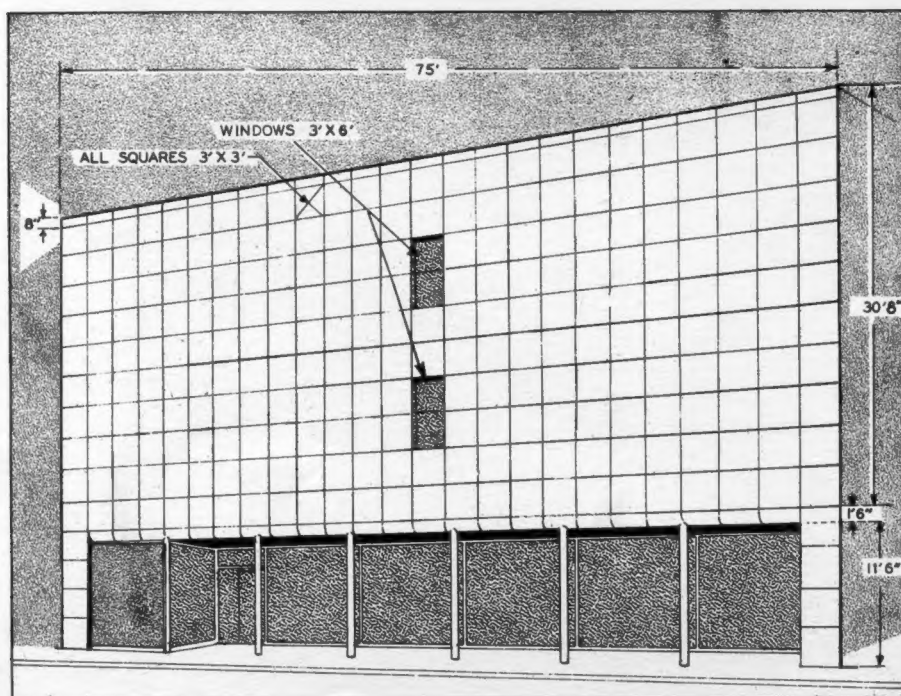


The furniture store is located in the middle of the block on a main traffic street in a heavily populated neighborhood shopping district of a large Middle West City. The population of the area is approximately 60,000 and the shopping district could be compared with the main business center of a small city.

One-half block to the left is a relatively congested intersection of another main traffic street, with stoplights on all corners and serving as a transfer point for the public transportation on both streets. There is also heavy auto and pedestrian traffic on both streets, including neighborhood people and those traveling to and from other sections of the city.

The intersection to the right has stop lights and fairly heavy traffic, but the cross street is not a main artery. The two main streets for several blocks in all directions from the intersection to the left have stores and businesses of all types, including a bank, savings and loan company, gas stations, taverns, etc., and another furniture store about a block away on the other main street. There are horizontal projecting signs but no vertical signs in the same block with the furniture store. An adequate vertical sign could be seen for several blocks in both directions.

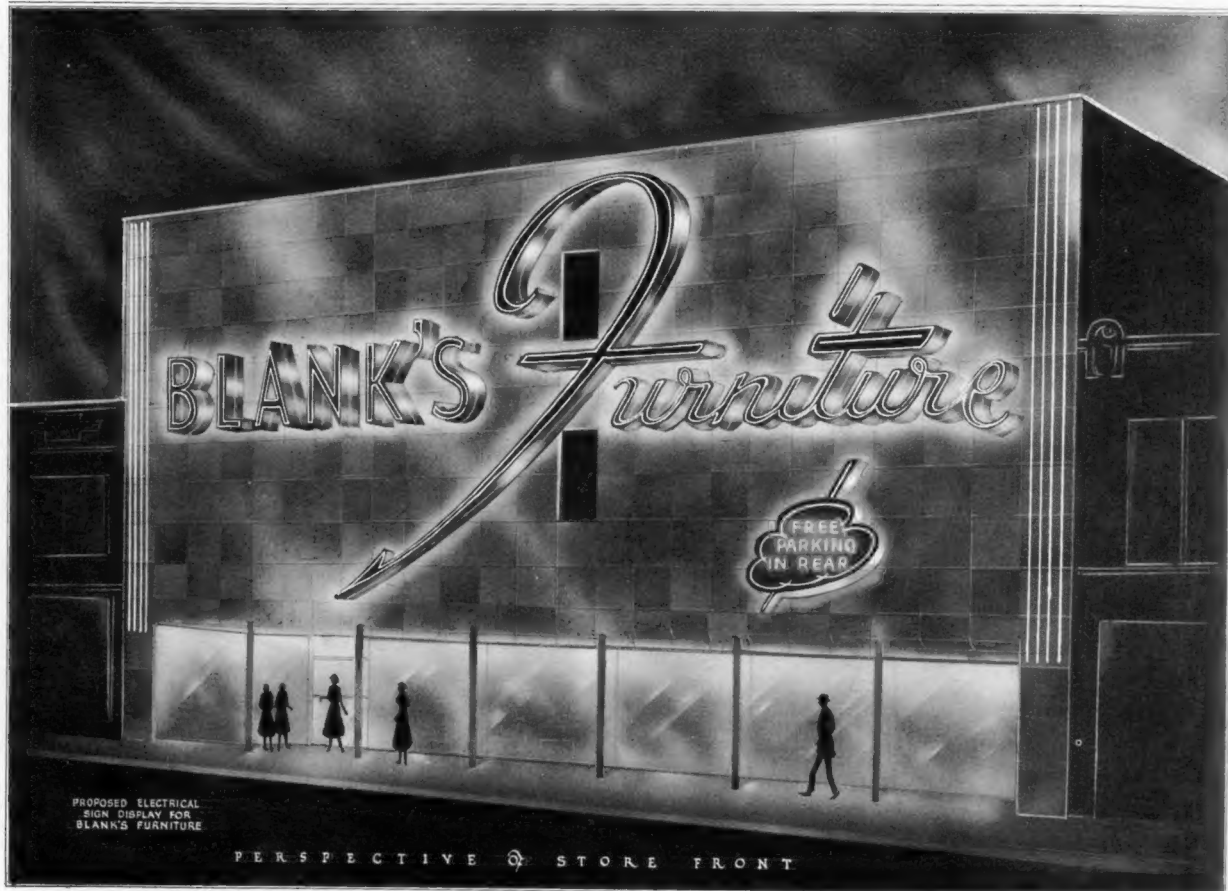
It is an independent furniture company and recently moved to this store from another location in the same area. An old building was completely remodeled to meet its requirements. The face is granite appearing porcelain enamel, with the street level posts and show window trim of stainless steel. The sidewalk is 8 feet wide but signs may not project more than six feet from the building. A parking lot at the rear of the store is entered through an alley from the streets at either end of the block. The store is open until 9:00 P.M. Monday and Thursday nights. A sales volume of close to one million dollars a year is anticipated in its new location.



First Prize

J. C. GORDON

Balton and Cummings, Inc., Nashville, Tenn.



SPECIFICATIONS

Letters in name "BLANK'S" 6' high. The "F" in "Furniture" 45' over-all with lower case letters 3' high. Depth of all letters 16", but width of faces varies according to letter.

All letters, constructed as shown in detail, finished in porcelain enamel with bright vermillion faces and deep maroon returns to contrast with granite finish of building face. One-half inch rolled bead on edges

of all letters provides rigidity and finished appearance.

Faces of letters outlined in white tubing which flashes alternately with red tubing in back of letters to give alternate direct and silhouette illumination.

Small parking sign of same construction and color as letters.

Second Prize

L. C. HANSON

Neon Products of Western Canada, Ltd., Vancouver, British Columbia, Canada



SPECIFICATIONS

Double Face Vertical Sign Above Marquee:
 Size — 30' 8" x 5' 6" — Painted Sheet Metal
 Letters — Raised Block Sheet Metal
 Border — White Tubing

Double Face Sign Below Marquee:
 Size — 6' 0" x 3' 4"
 Letters — BLANK'S 12" Flush Painted — Single
 Pink Tubing

FURNITURE 6" Flush Painted — Single Pink
 Tubing

Marquee:
 Size — 75' 0" x 5' 6" x 1' 4" — Painted Sheet Metal
 Illumination — Single White Tubing above and be-
 low Marquee Apron

FURNITURE — 2' 6" — 4' 6" — 35' 4" (F) Raised
 6" from Marquee Apron. 12" Deep above Apron
 — Sheet Metal Painted

Third Prize

GLENN E. MESSER

Stalcup, Inc., Kansas City, Mo.



SPECIFICATIONS

DIMENSIONS: The over-all size of the vertical display is 33' high by 6' wide at the top and projects 46" from the building face. The back filler of the vertical is 3' wide matching the width of the porcelain panels on building face. The front filler is 12" wide with an offset 3" x 3" giving a total width of 18". All sections are 3' high, matching the building porcelain seams. Dimensional letters reading "BLANK'S" are 3' high with $4\frac{1}{2}$ " returns. The word "FURNITURE" is executed in script $61\frac{1}{2}$ ' long with the "F" 12' high, lower case letters 3' high and the "t" 9' high. All letters have a $4\frac{1}{2}$ " return.

MATERIALS: The vertical display is constructed of maroon porcelain enamel faces with stainless steel filler. The letters in "BLANK'S" and "FURNITURE" constructed of white translucent plastic faces and stainless steel returns.

ILLUMINATION: All letters are illuminated by fluorescent white tubing mounted behind the plastic. The name "BLANK'S" has a flashing action of on and off and then spelling out the letters individually from top to bottom. The word "FURNITURE" burns steadily.

Fourth Prize

KLAAS HOOGEVEEN

Gebr. ten Have, GRONINGEN (Holland), Kleine Peperstraat 15



SPECIFICATIONS

Double face vertical sign, directly over entrance, has metal faces with stainless steel fillers. "FURNITURE" in 20" letters illuminated with double yellow fluorescent tubing. "BLANK'S" in 3' letters illuminated with double white fluorescent tubing.

Horizontal bar extending over roof outlined with two rows yellow fluorescent tubing. A double row of blue fluorescent tubing extends from top to bottom of vertical and around building face to the

pictorial, "man in the interior." This border lights by section to simulate a flowing line, then goes entirely off.

Pictorial is 16' high outlined with white tubing which flashes rapidly on and off. The figure and chair seat are stainless steel silhouette lighted by yellow tubing. The lamp is fabricated yellow plastic interior illuminated by tubing.

Honorable Mention

WILLIAM R. DENO

Electrical Products Consolidated, Great Falls, Mont.



SPECIFICATIONS

Vertical sign 28' high projects 3' and has service ladder recessed in outer edge. Faces are textured stainless steel with "FURNITURE" in 24" black and white porcelain enameled channel letters illuminated by 6500° white 60 Ma. double tubing. Decorative support is 2" pipe and $\frac{3}{4}$ " thinwall conduit.

"BLANK'S" in channel block letters with textured stainless steel returns and red enameled faces illuminated by double red tubing. Letters oscillate 45° to left and then to right by means of a shaft and required mechanism housed in raceway, which measures 62' 4" x 30" x 14" and has stainless steel

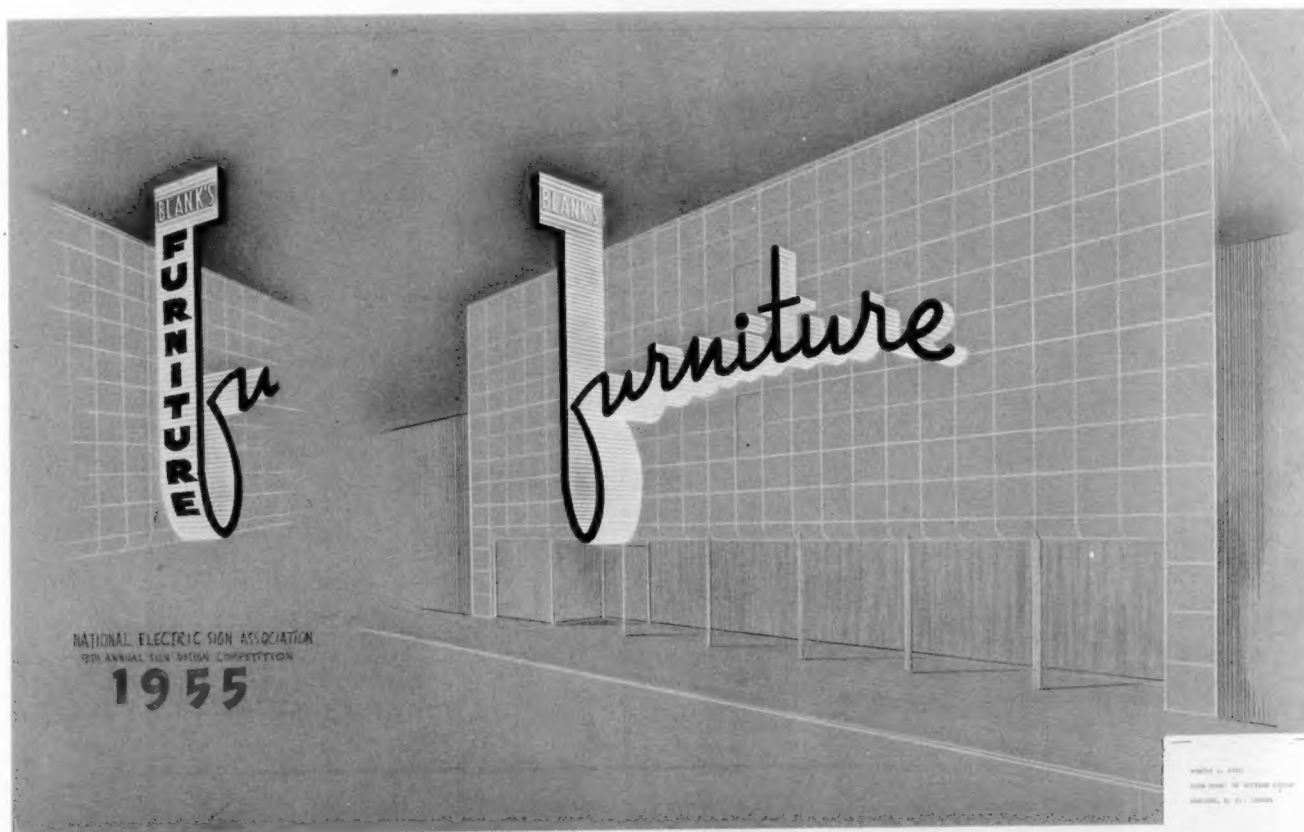
face and ceiling of enameled metal modules. "PARKING IN REAR" on both sides of raceway end, in 8", 6500° white skeleton tubing on stainless steel background.

Marquee under raceway is recessed over entrance flush with window line and measures 6' wide, 10" thick with 6' projection. It has stainless steel face, with ceiling of aluminum modules set in stainless steel border. Par 38 lamps are set flush in center of each 32" square modules. "BLANK'S" on both sides of marquee in channel red and black enameled letters with single red tubing.

Honorable Mention

ROBERT L. KING

Neon Products of Western Canada Ltd., Nanimo, B.C., Canada



SPECIFICATIONS

"BLANK'S" — 2' 0" letters (Left face, single tube Aqua) (Right Face, single tube Tangerine).

"FURNITURE"—(left face only) 2' 6" cutout $\frac{1}{4}$ " tempered Masonite letters, stooped out from face and in front of tubing as shown.

"FURNITURE" — (script, main feature) — 38' 0" to 4' 6" sheet metal letters, varying in projection from 4' 0" (at "F") to 1' 6" (at "E"). Projection at top of "F" — 6' 0". All tubing, except lettering of "BLANK'S," to run horizontally at 6" centres on edge of script letters. Left face of "F" and continuing through bottom of script to "E" — Tangerine tubing. Right face of "F" and continuing through top of script to "E" — Aqua tubing. Face of script 8" wide (no tubing).

TRANSFORMERS AND ELECTRODES — All contained within script letters.

METHOD OF INSTALLATION — Ideally, this should be arranged before the building is faced so that cantilevers can be installed at two or three points through the building face. However, as this face is already in place, it would be necessary to bolt knee irons to the face at two or three points, to attach uplift guys. The portion extending above the roof could, presumably, be cantilevered from the roof.

SERVICING — All tubing, except on portion extending above roof, to have electrodes near the outer end so that servicing can be done through hatches on the face of the script letters. As there is no tubing on the script letter faces, a ladder could be placed against the face at any point.

Honorable Mention

MONROE LEUNG

Electrical Products Corp., Los Angeles 12, Calif.



SPECIFICATIONS

VERTICAL SIGN: 15' 0" x 45' 5" O.A. The horizontal copy "BLANK'S" is 36" pan channel illuminated by a single tube of yellow 300 Ma. The 36" vertical copy "FURNITURE" is also pan channel and has a red tube 300 Ma.

HORIZONTAL SIGN: The skeleton channel copy reading "you'll find it at BLANK'S" is 20" — 36" x

8 1/2" deep, illuminated by a yellow tube 60 Ma. electrode in letters.

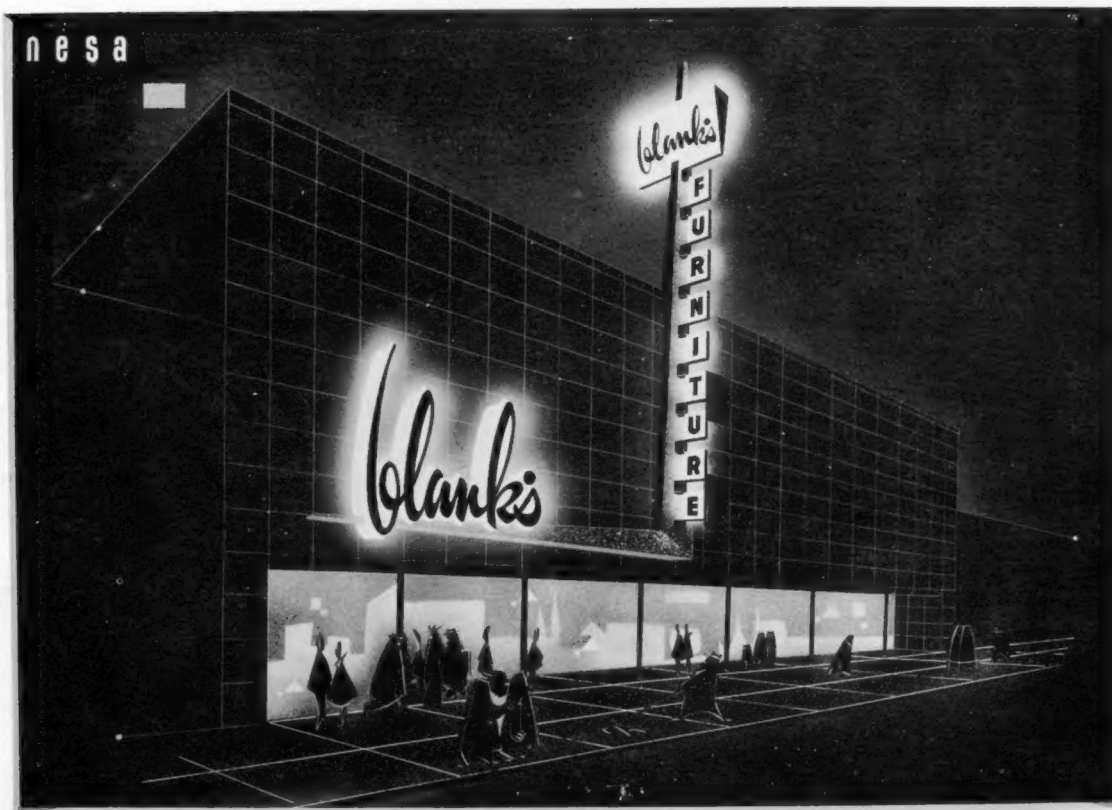
PICTORIAL PLASTIC PANEL: This panel is 27' — 10" x 16' — 6" O.A., indirectly illuminated by a grid of white, 60 Ma. 4" on centers.

A single row of border tubing in turquoise is along the entire sign edge.

Honorable Mention

H. NELSON MacDONALD

Neon Products of Western Canada Ltd., Calgary, Alberta, Canada



SPECIFICATIONS

Facia Letters: "BLANK'S"—raised block sheet metal script; letter size 14' 0" to 3' 0"; letter edge 2' 0".

Illumination: Fluorescent white tubing on letter edge to give dark surface to letter face.

Vertical: 56' 0" x 12' 0"; projecting from building 6' 0".

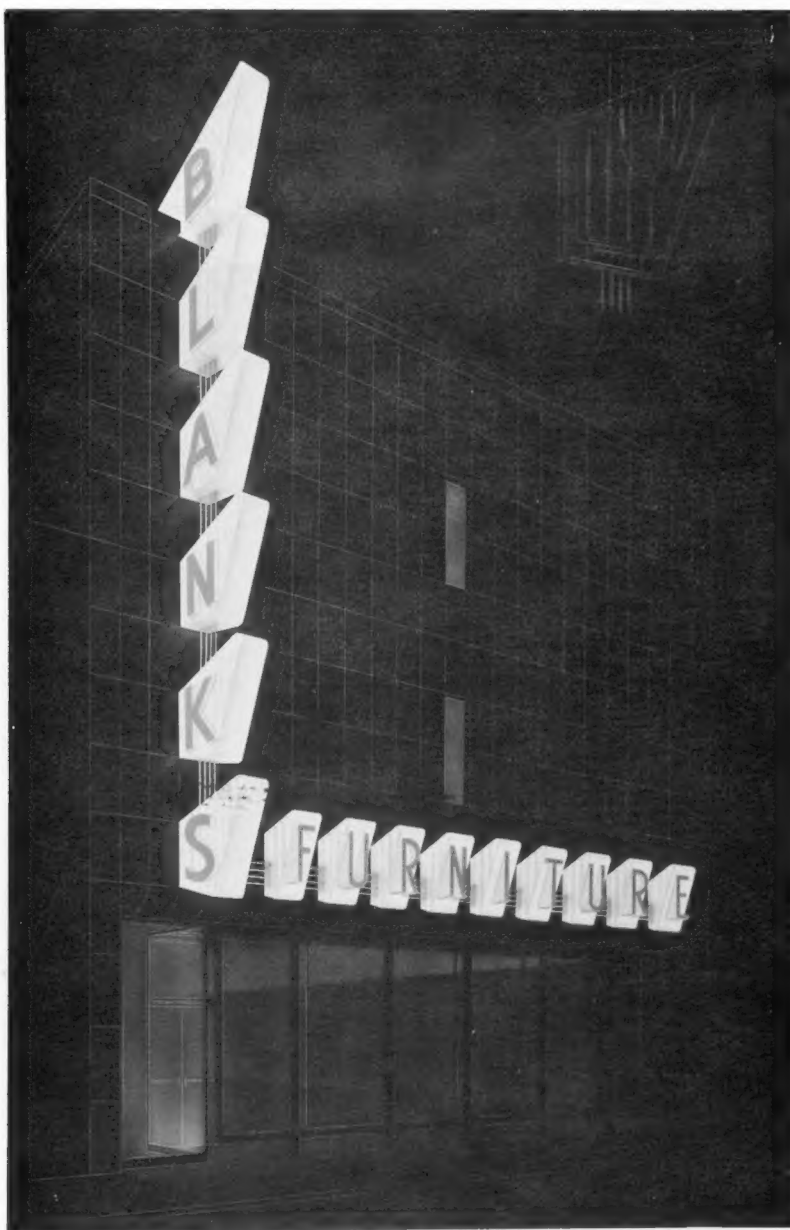
Top Panel: Plastic 12' 0" x 7' 0" illuminated by fluorescent white tubing. "BLANK'S" — masonite letters on plastic panel. Letter size 5' 6" to 2' 3". Channel taper 2' 0" to 6".

Vertical Blocks: 3' 0" x 3' 0" Channel depth 6" — channel sheet metal.

Sheet Metal Tangent Cubes: 17" x 18" x 6" to house support irons.

Letter Size: "FURNITURE" 2' 2" masonite letters on plastic panel illuminated by fluorescent yellow tubing.

Miscellaneous: Flying wing shape is sheet metal and painted to conform with the building face color.



Honorable Mention

ROBERT M. POLI
Bellows Electric Sign Corp.
861 E. Tallmadge Avenue
Akron, Ohio

SPECIFICATIONS

The irregular shaped cubicals have white corrugated plastic faces and white flat plastic fillers mounted around a metal box, which contains the transformers, wiring, and furnishes the structural support. Each vertical unit is 3' high at the building face and projects 5' at top and 4' at bottom, with front edge 5' high. Horizontal units are 3' high at building face and project 3' at top, with front edge 4' 6" high.

"BLANK'S" fabricated plastic letters with red faces and yellow returns mounted 2" from faces on clear plastic pegs.

"FURNITURE" 30" fabricated plastic letters with red faces and yellow returns having faces parallel to building face and returns mitered to slope of cubical edges.

All units interior illuminated by white fluorescent tubing on 4" centers mounted to side of inside metal box, as shown in detail sketch. Entire display visually tied together by four rows of green fluorescent tubing running through plastic on cubicals.

Honorable Mention

ROBERT H. VANDRE

Walker & Co., Detroit, Michigan



SPECIFICATIONS

All signs fabricated of porcelain enameled steel with edge of marquee and vertical of stainless steel.

Vertical 40' high with maximum projection at top of 6' and extending back 6' over roof. The horizontal background panel maroon, and vertical portion terra cotta. "BLANK'S" 30" channel letters, white inside, tan outside with triple blue tubing. "FURNITURE" 28" channel letters, white inside, maroon outside with triple old gold tubing. Vertical border has two rows of rose tubing. White tubing and six PAR-38

spotlights for intense lighting over store entrance.

Single face clock 6' high by 6' wide. Face and markers white Plexiglas with interior grid tube illumination. Script "BLANK'S" channel letters white inside and maroon outside with canary yellow 15 watt lamps with scintillating flashing action. "FURNITURE" 24" channel letters white inside, maroon outside with double rose tubing. Double tube white illumination on edge of marquee across entire building.



P. Dayton
Neon Products of
Western Canada Ltd.
Vancouver, B.C., Canada



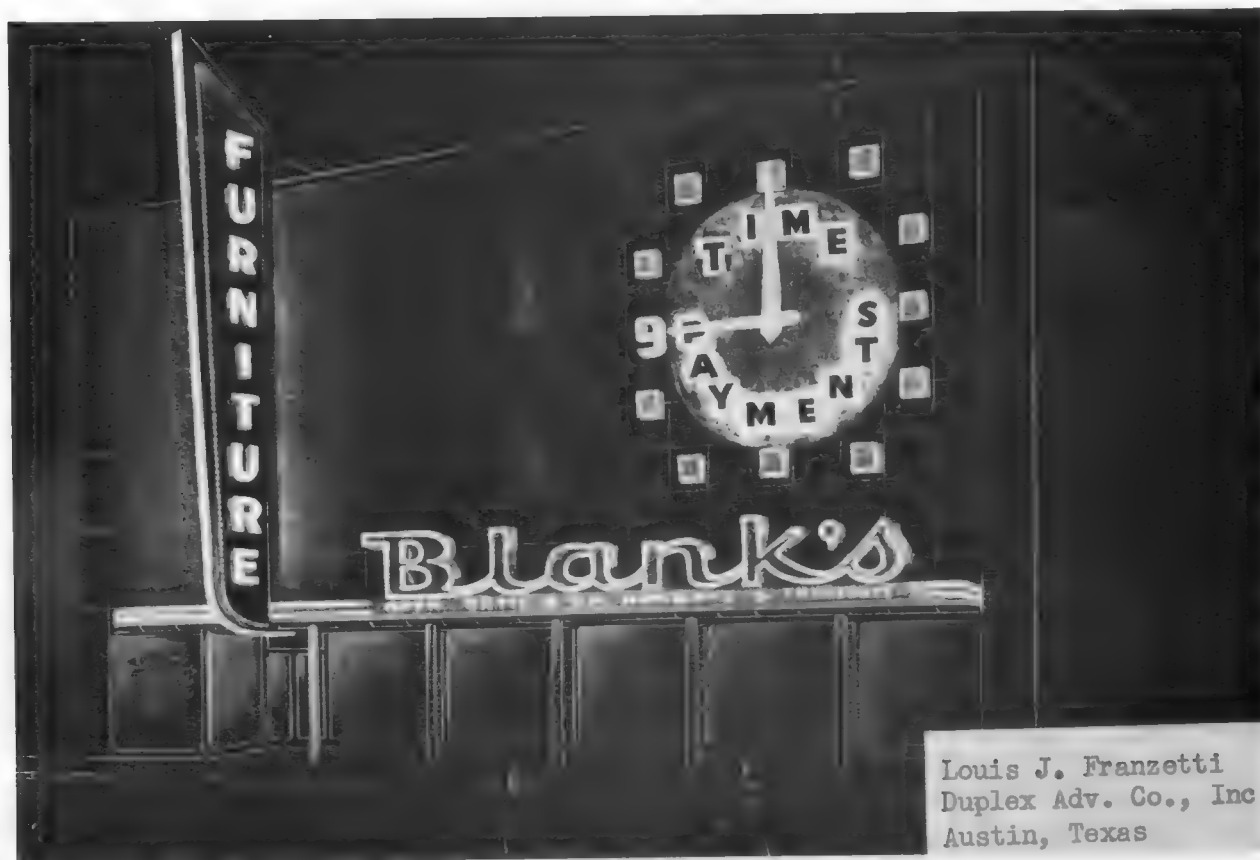
Dale Ellis
Aldrich & Hubbard
Flint, Mich.







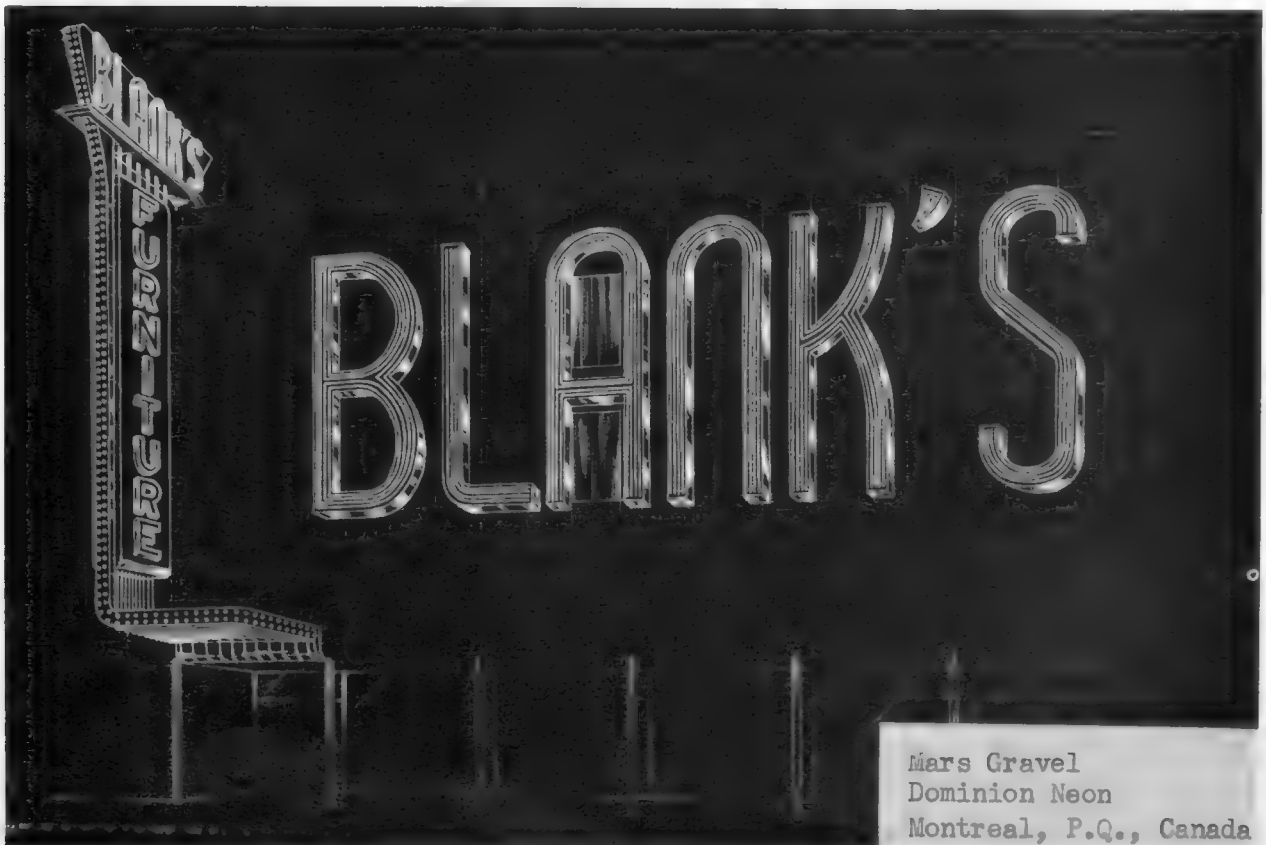
Patrick S. Fritz
City Sign Co.
Tacoma, Wash.



Louis J. Franzetti
Duplex Adv. Co., Inc.
Austin, Texas



Robert C. Carlson
Attract-O-Lite Sign Co.
Long Beach, Calif.



Mars Gravel
Dominion Neon
Montreal, P.Q., Canada





Hubert Henshaw
Starkie Signs
Blackpool, England



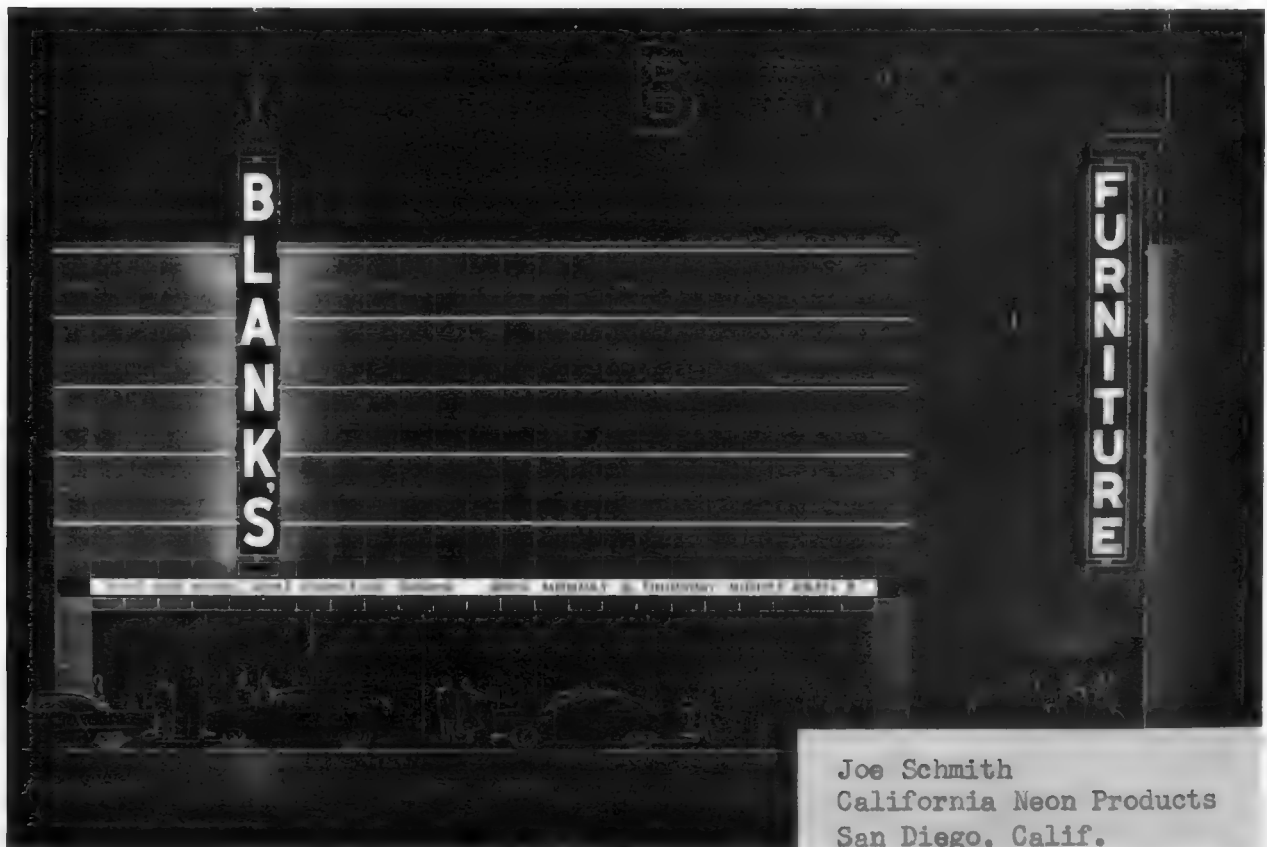
J.W. Dudley
Electrical Products Corp.
Santa Ana, Calif.



Al G. Foster
Valley Neon Company
Yakima, Wash.



Delbert T. Boyer
The Goodyear Tire & Rubber Co.
Akron, Ohio



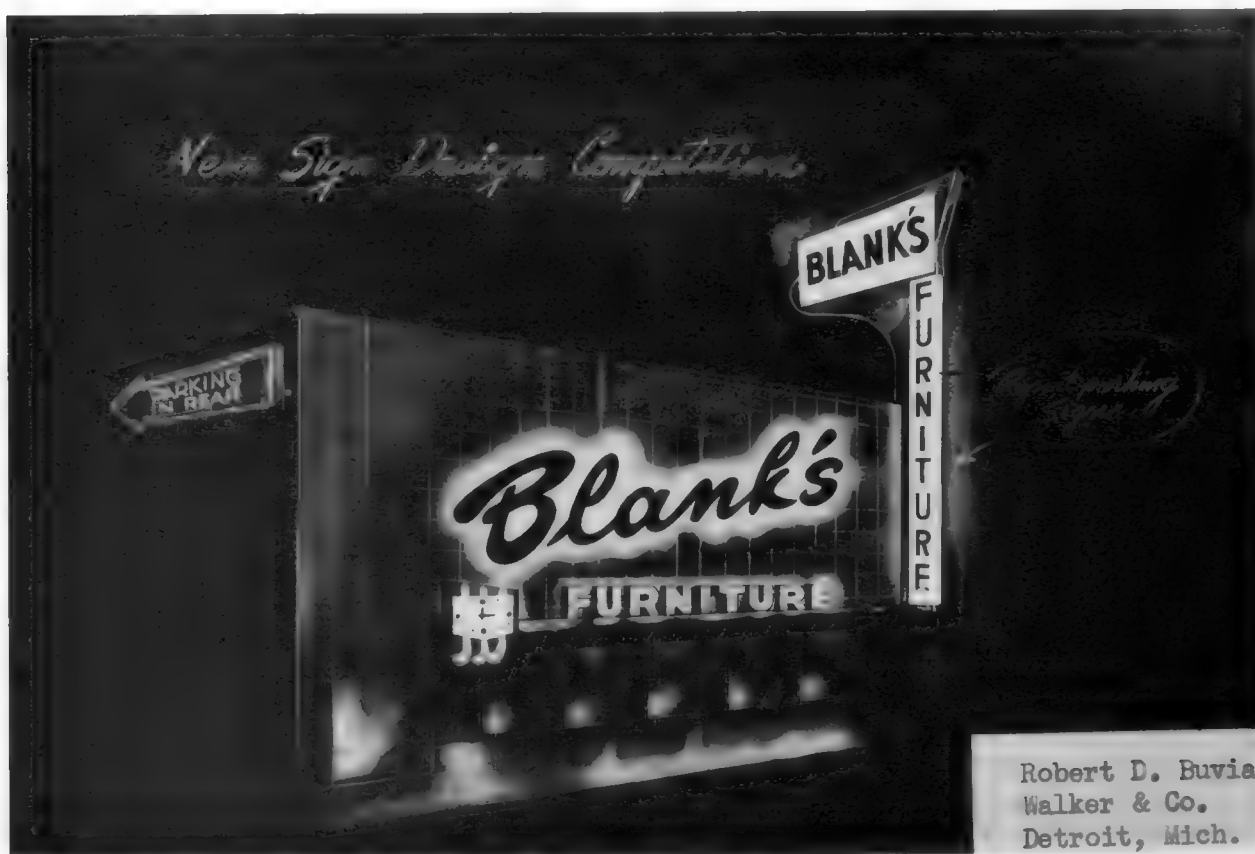


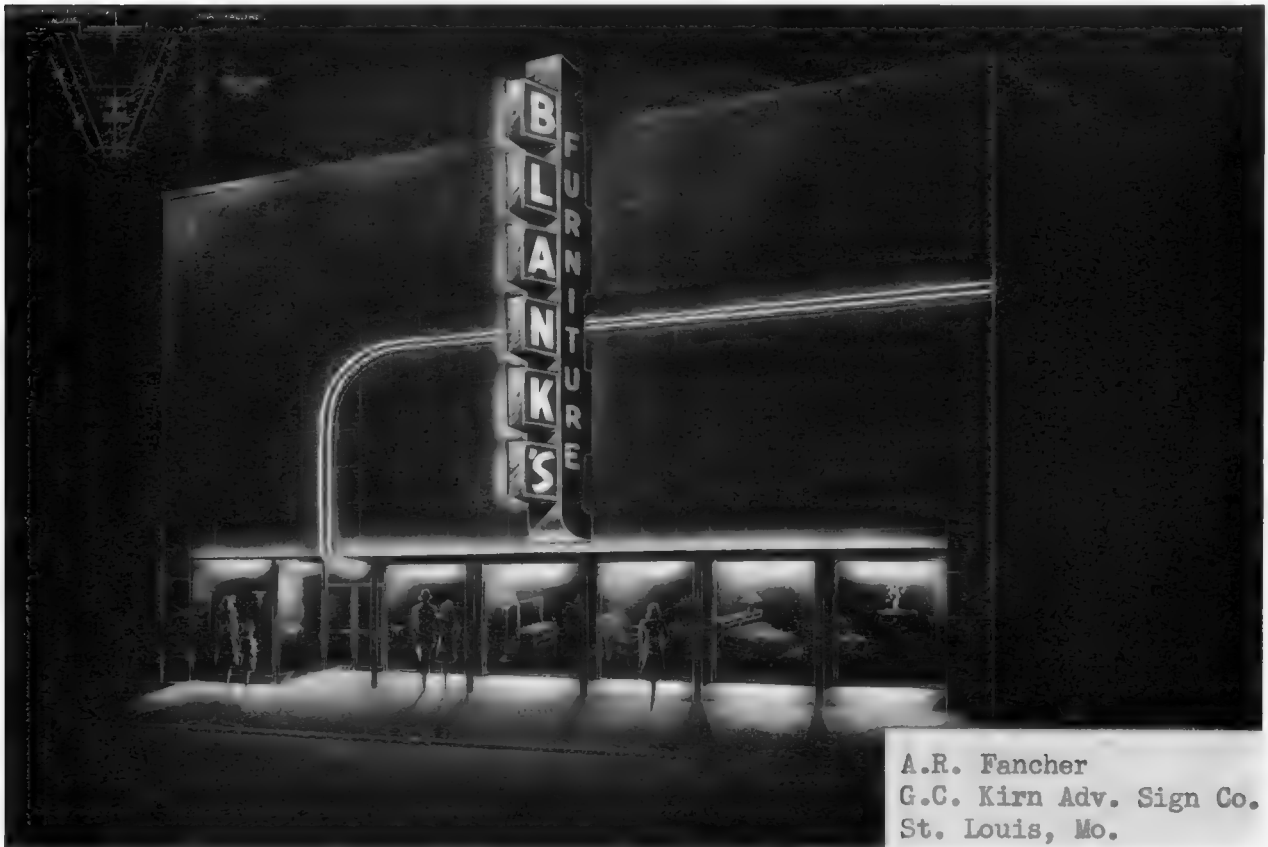
Joseph A. Stewart
Electrical Products Consol.
Boise, Idaho

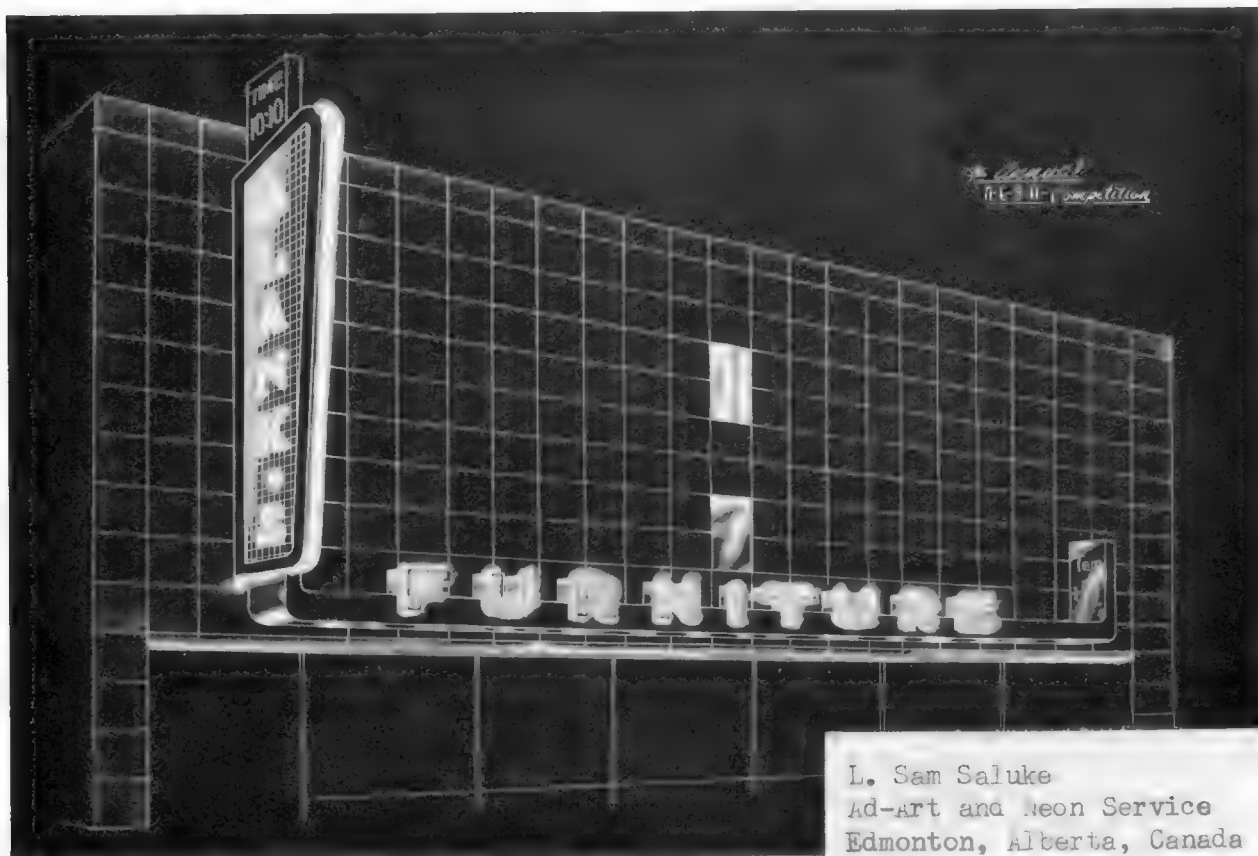


Robert C. Gibson
Neon Products of
Western Canada Ltd.
Calgary, Alberta, Can.





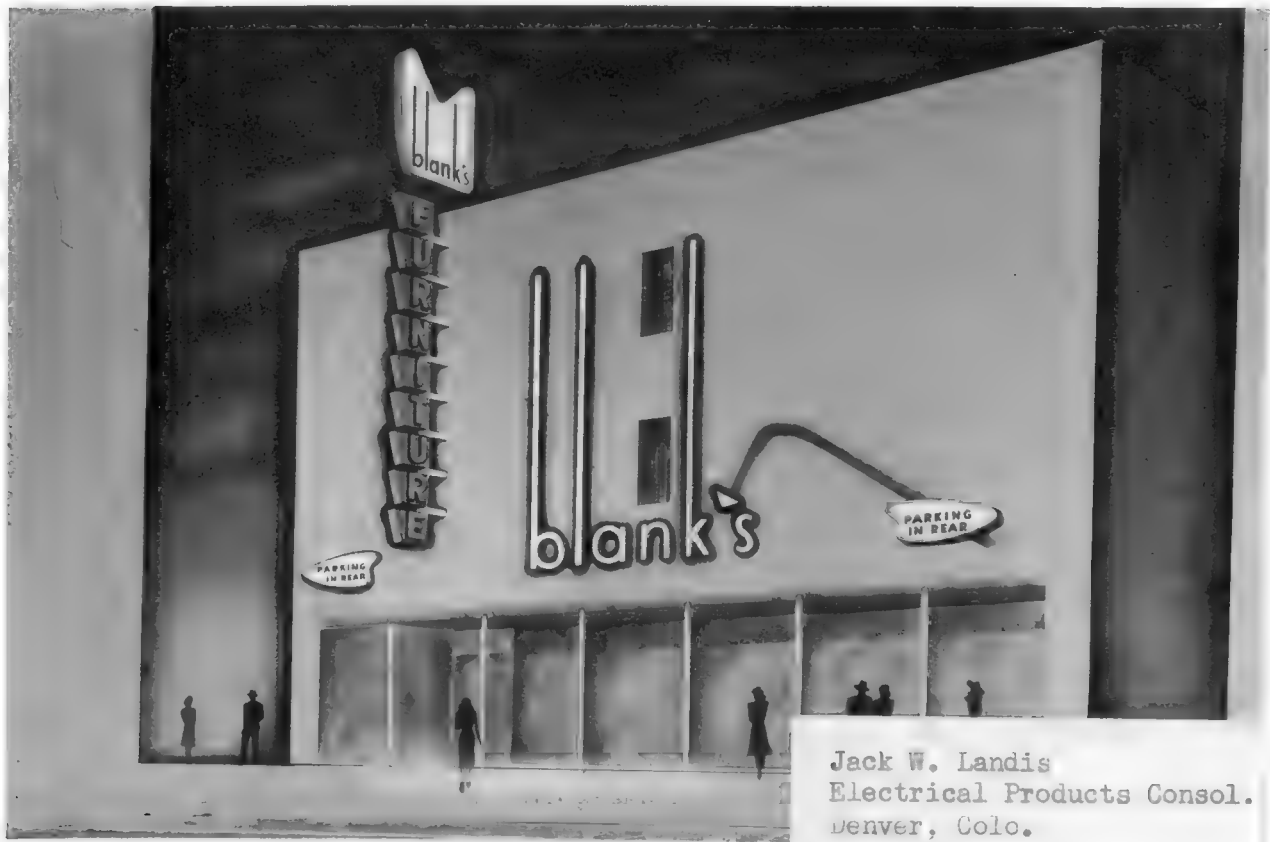




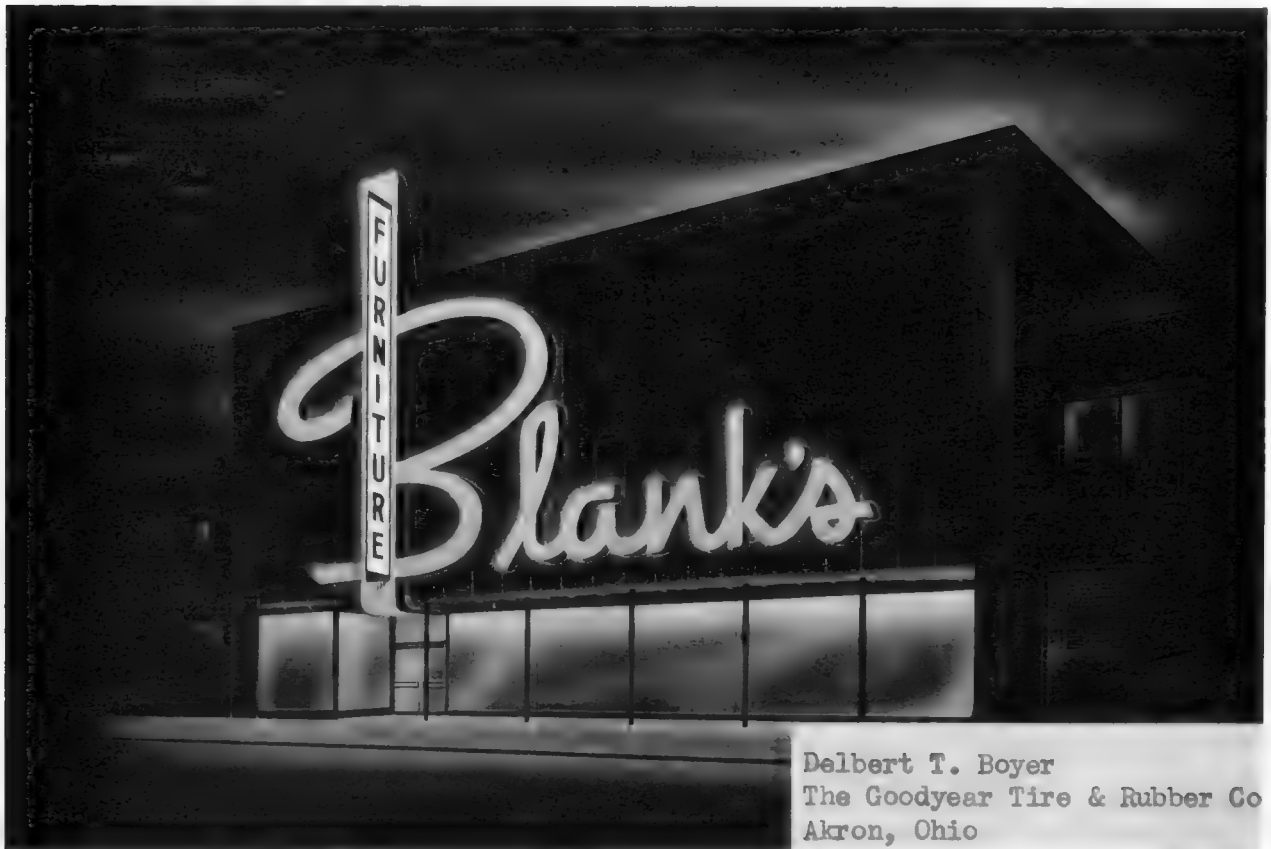
L. Sam Saluke
Ad-Art and Neon Service
Edmonton, Alberta, Canada

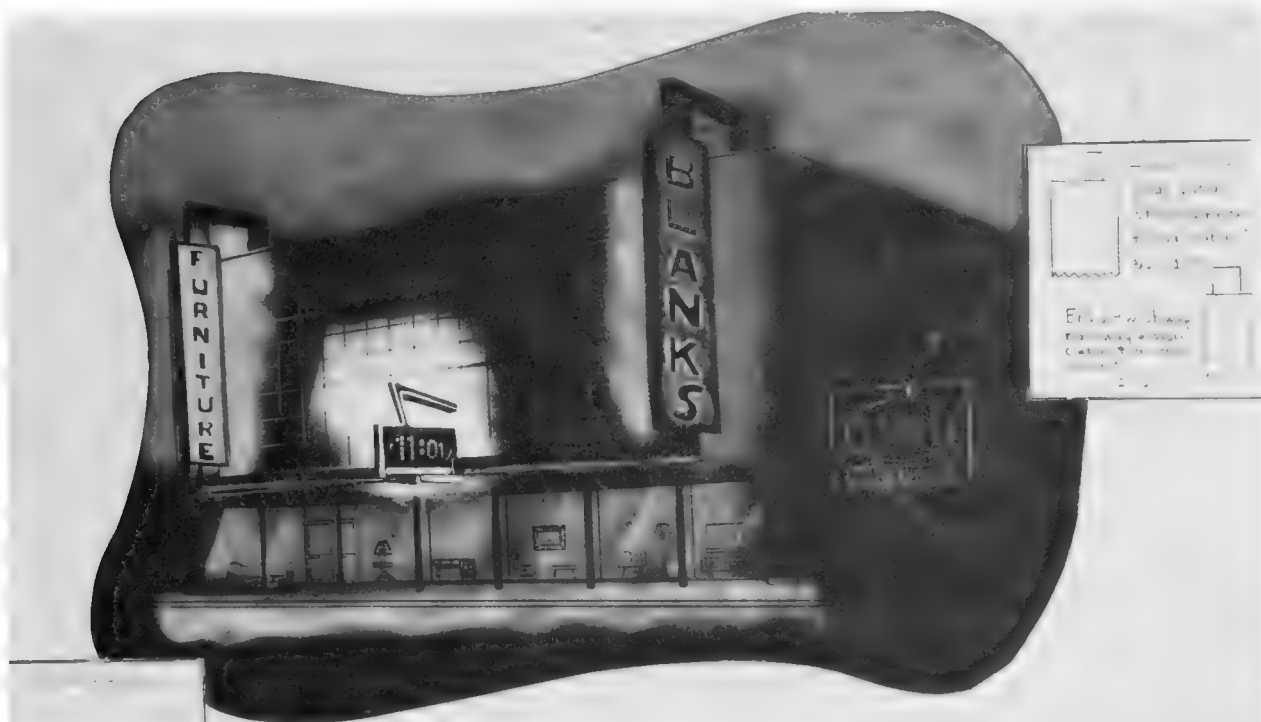


Mrs. Henry J. Starnes
Tyler Neon & Electric Co.
Tyler, Texas







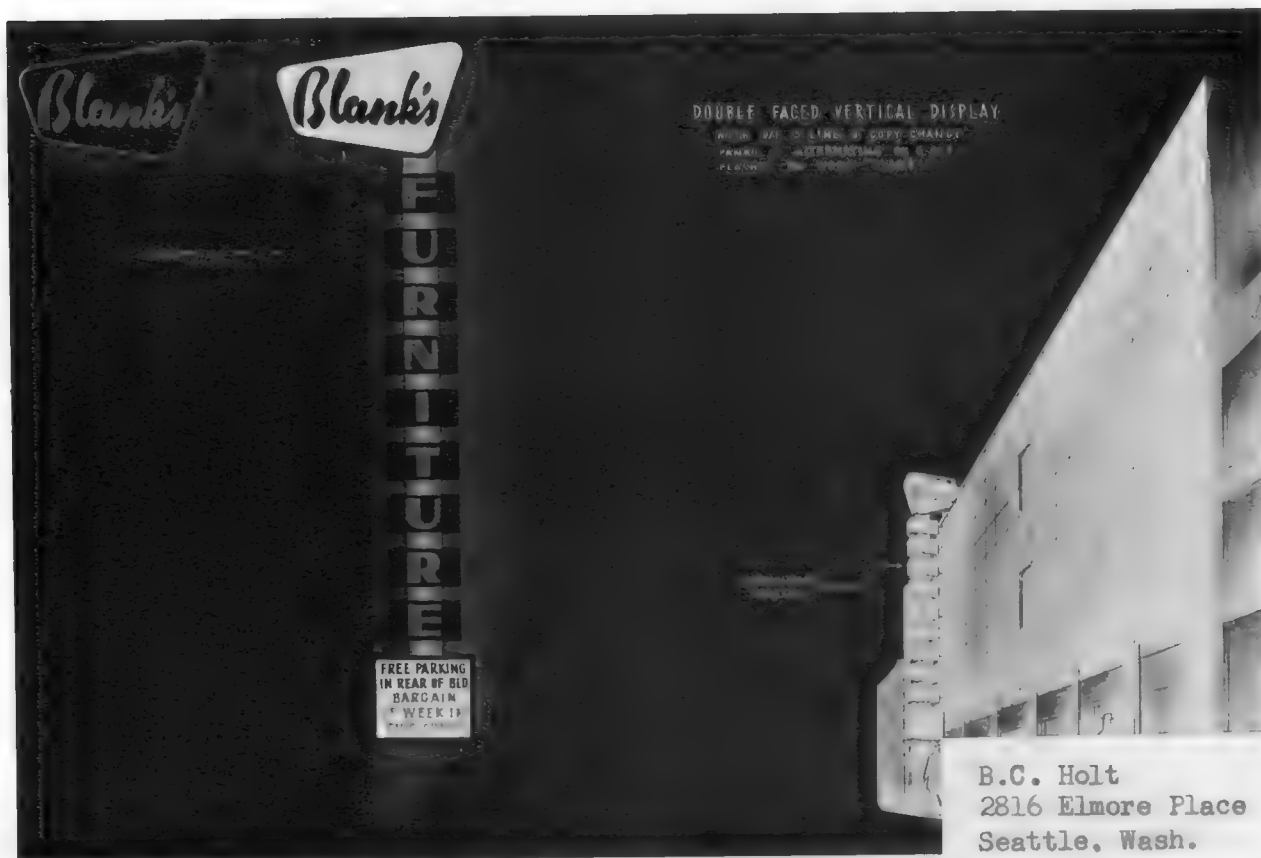


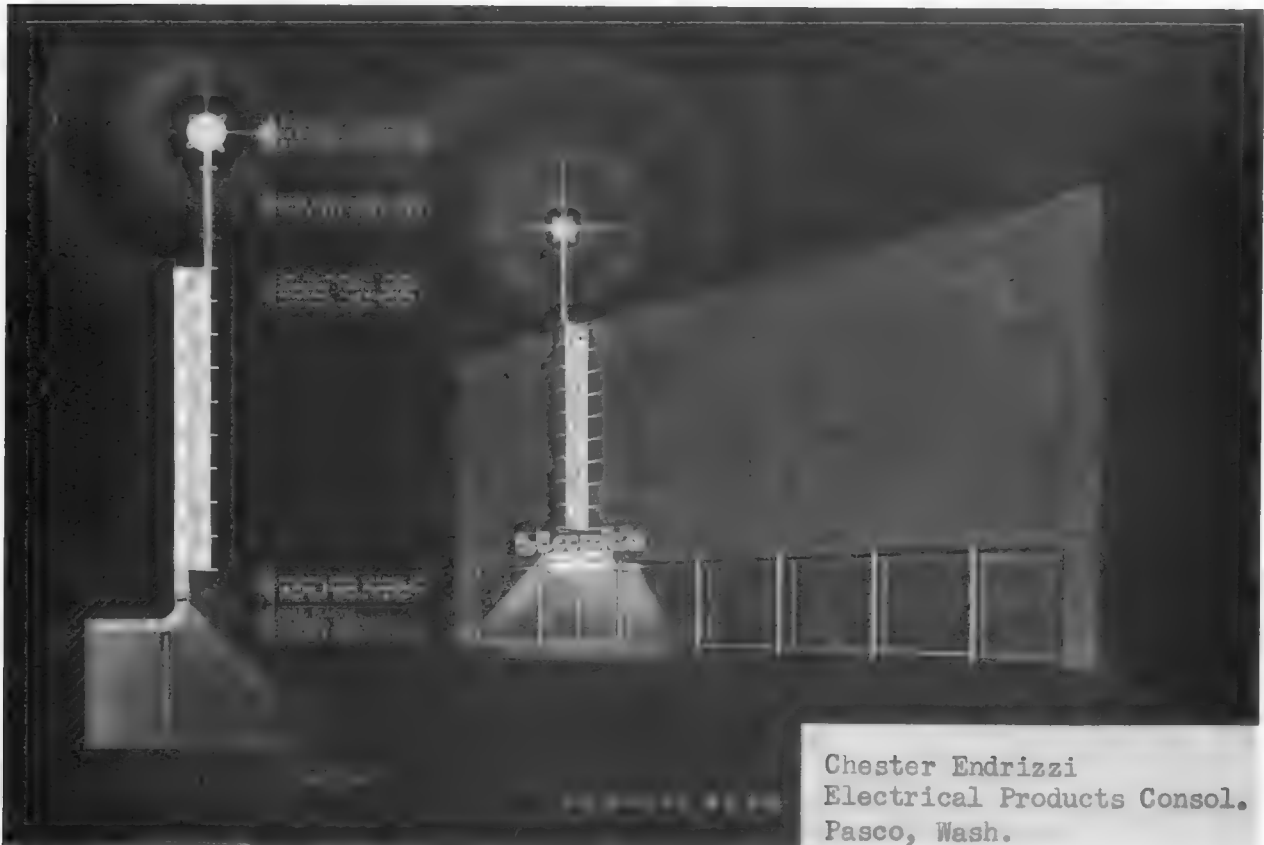
Jack Gray
Electrical Products Corp.
Santa Ana, Calif.



J.W. Dudley
Electrical Products Corp.
Santa Ana, Calif.







Chester Endrizzi
Electrical Products Consol.
Pasco, Wash.



Monroe Leung
Electrical Products Corp.
Los Angeles, Calif.





E.A. Blaney
Electrical Products Corp.
Los Angeles, Calif.



Jackson Brooks
Fort Collins Sign
and Display Co.
Fort Collins, Colo







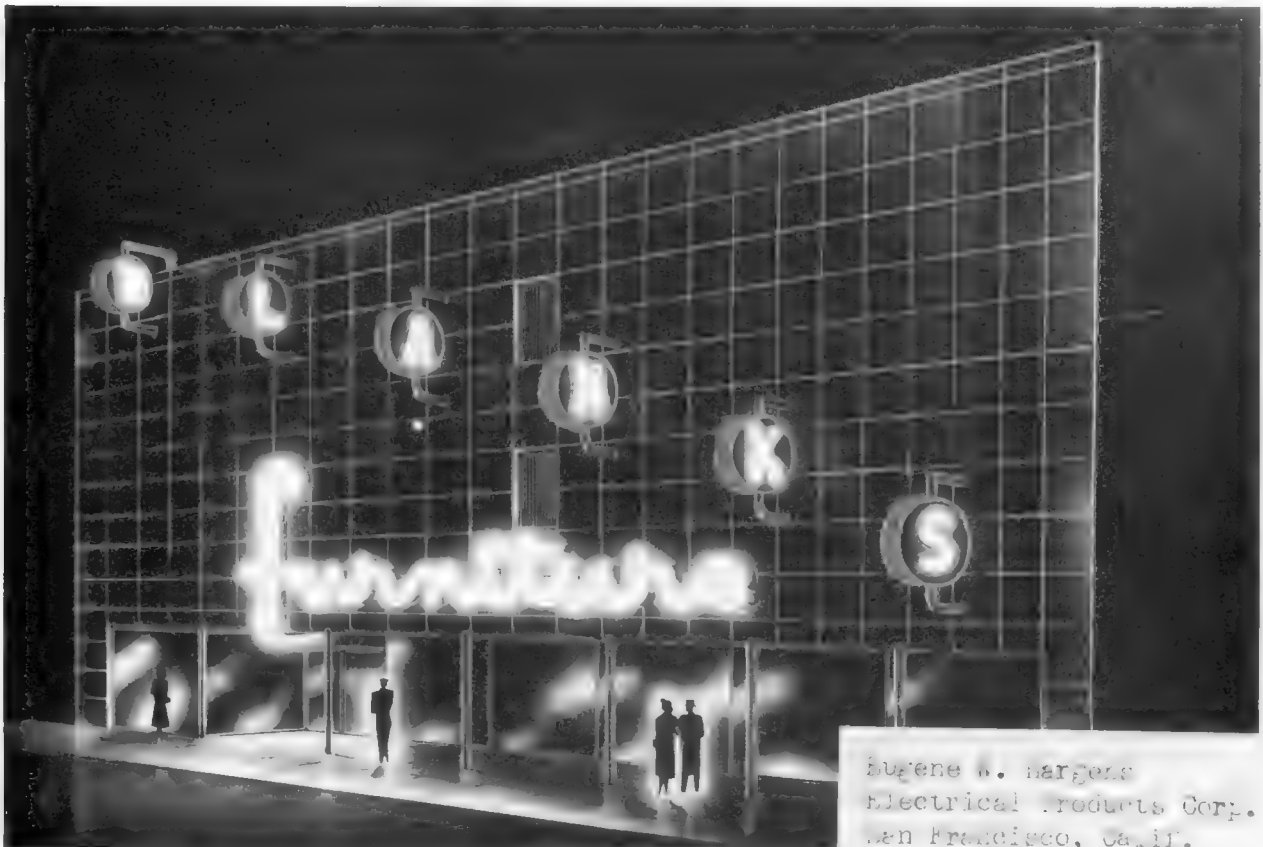
Kenneth H. Ewing
Electrical Products Consol.
Spokane, Wash.



Val G. Tenuta
Electrical Products Consol.
Seattle, Wash.



Eugene P. Brefka
Walker & Co.
Detroit, Mich.



Eugene W. Margens
Electrical Products Corp.
San Francisco, Calif.



P.C. Berlin
Tube Art Displays, Inc.
Seattle, Wash.



Gerald H. Baldwin
Neon Products of
Western Canada Ltd.
Edmonton, Alberta, Can.



Irwin H. Laurencelle
Leonard Sign Company
Hartford 5, Conn.



Joseph E. Bell
Luminart Neon Co.
Los Angeles, Calif.







Monroe Leung
Electrical Products Corp.
Los Angeles, Calif.



Dale Ellis
Aldrich & Hubbard
Flint, Mich.

Hugh W. Lok
Electrical Products Corp.
San Francisco, Calif.



Dennis W. Morefield
Electrical Advertising, Inc.
Phoenix, Ariz.



Glen L. Guyett
Electrical Advertising, Inc.
Phoenix, Ariz.



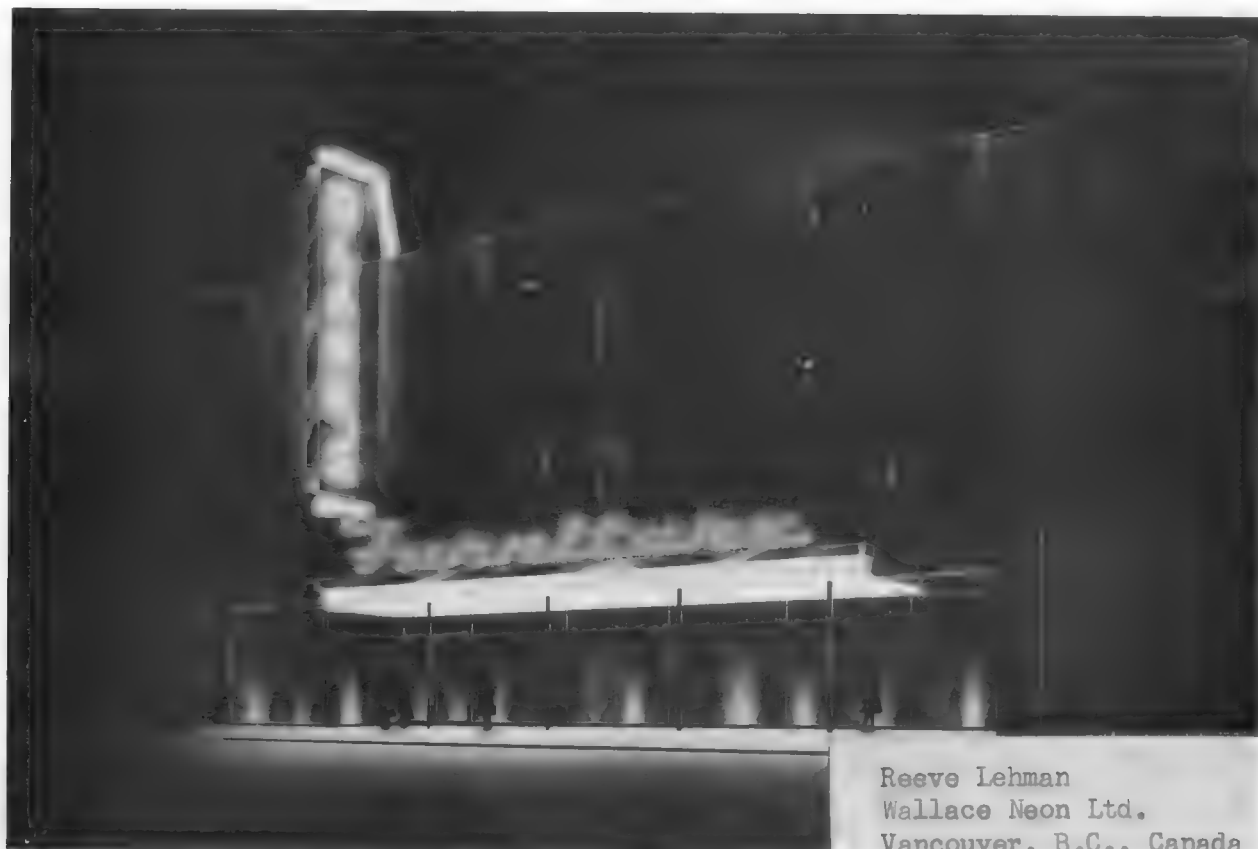
Louis J. Franzetti
Duplex Adv. Co., Inc.
Austin, Texas





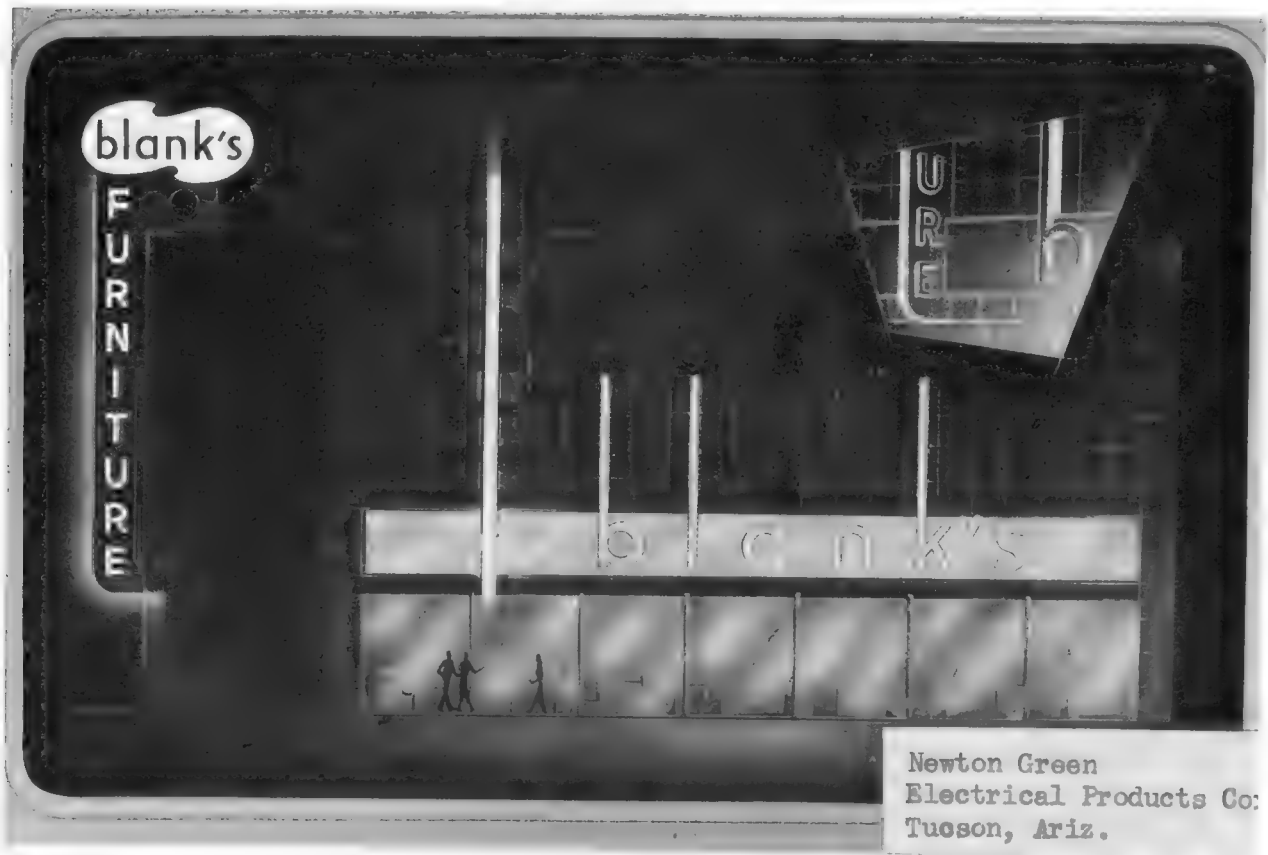


H.G. Maurer
Spokane Neon Sign Co.
Spokane, Wash.



Reeve Lehman
Wallace Neon Ltd.
Vancouver, B.C., Canada



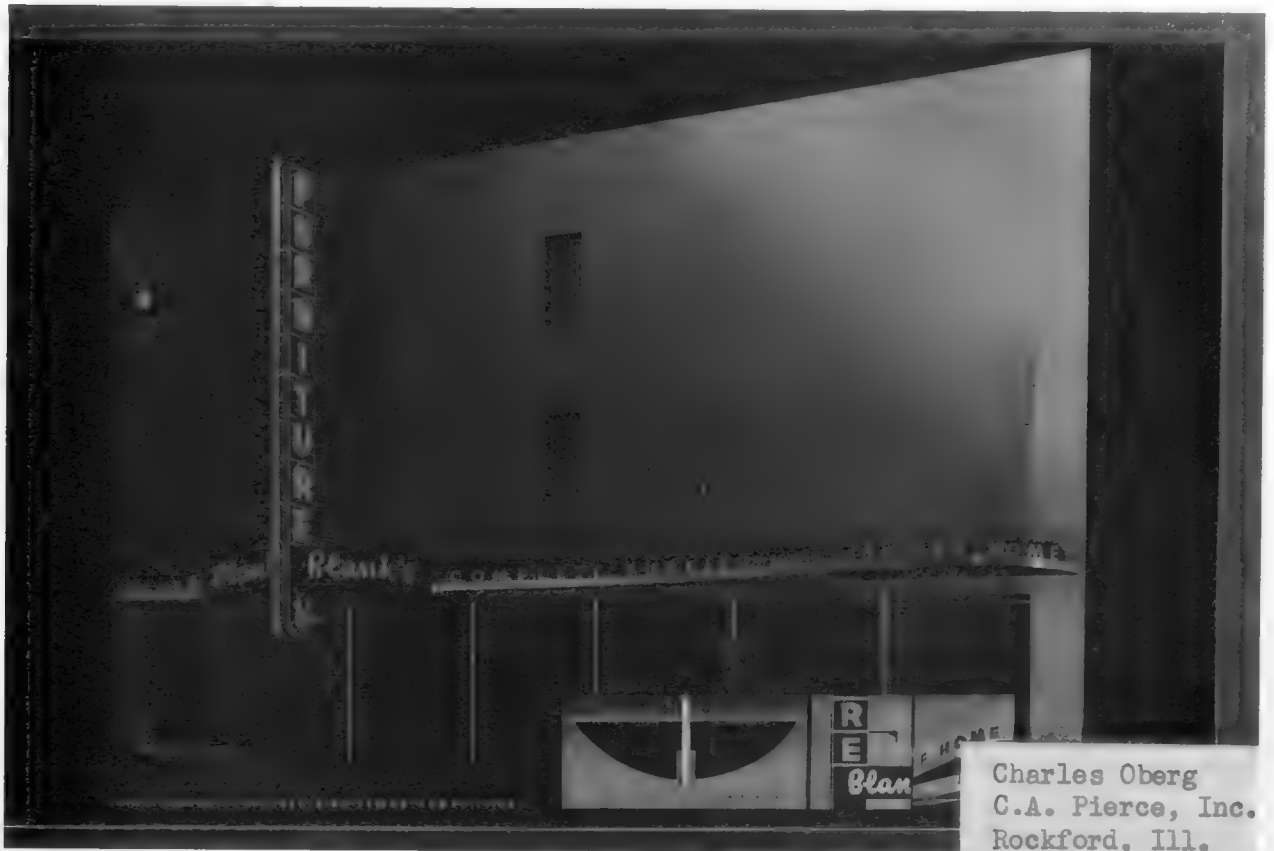




Monroe Leung
Electrical Products Corp.
Los Angeles, Calif.



Monroe Leung
Electrical Products Corp.
Los Angeles, Calif.





9th Annual N.E.S.A

Howard Rosenbaum
Electrical Products Corp.
Phoenix, Ariz.



Al Gordon
Electrical Products Consol.
Spokane, Wash.



Delbert T. Boyer
The Goodyear Tire & Rubber Co
Akron, Ohio



Al Gordon
Electrical Products Consol.
Spokane, Wash.

FURNITURE LETTERS (OSCILLATE) FOR ALL ANGLE READING





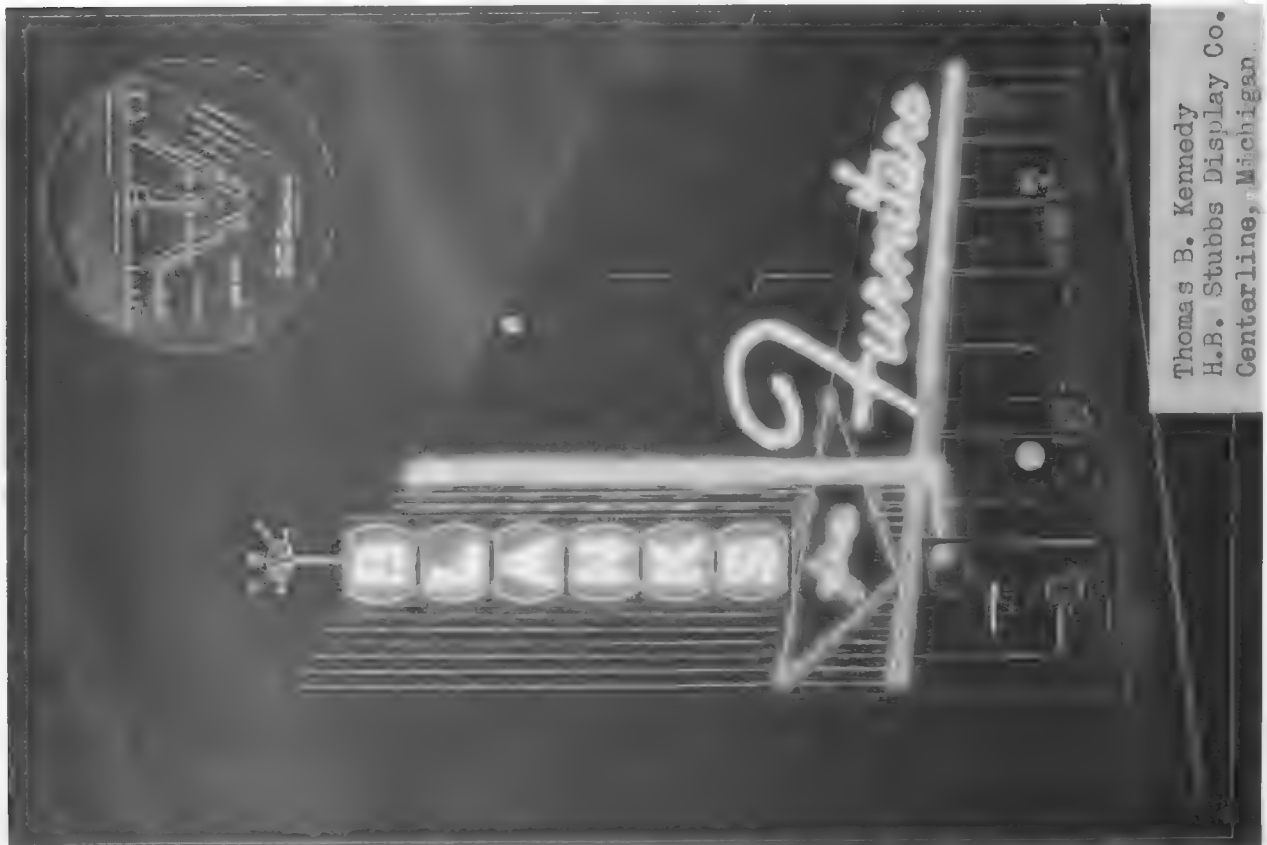
William Pennington
Texlite, Inc.
Dallas, Texas



Robert M. Poli
Bellows Electric Sign Corp.
Akron, Ohio



Hal A. Pym
Neon Products of
Western Canada Ltd.
Vancouver, B.C., Canada



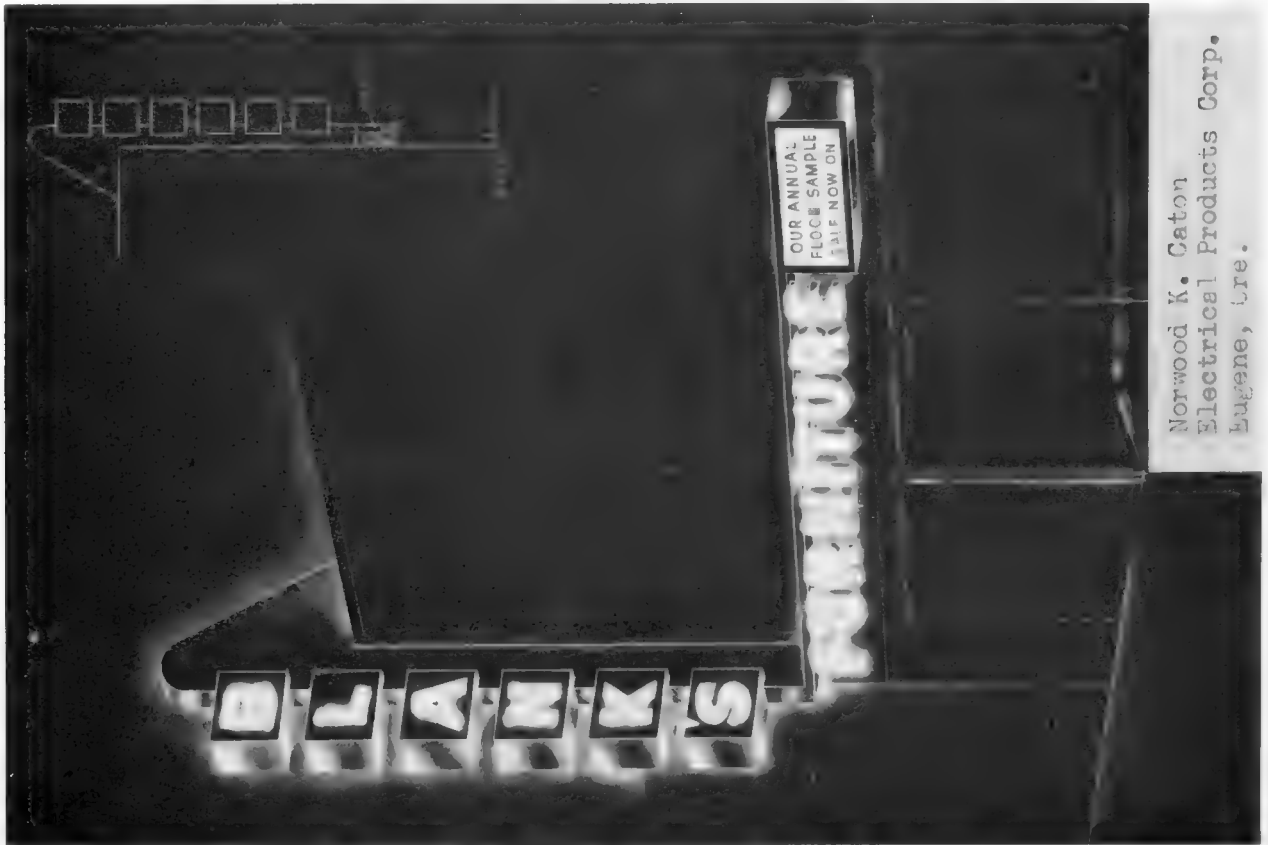
Thomas B. Kennedy
H.B. Stubbs Display Co.
Centerline, Michigan

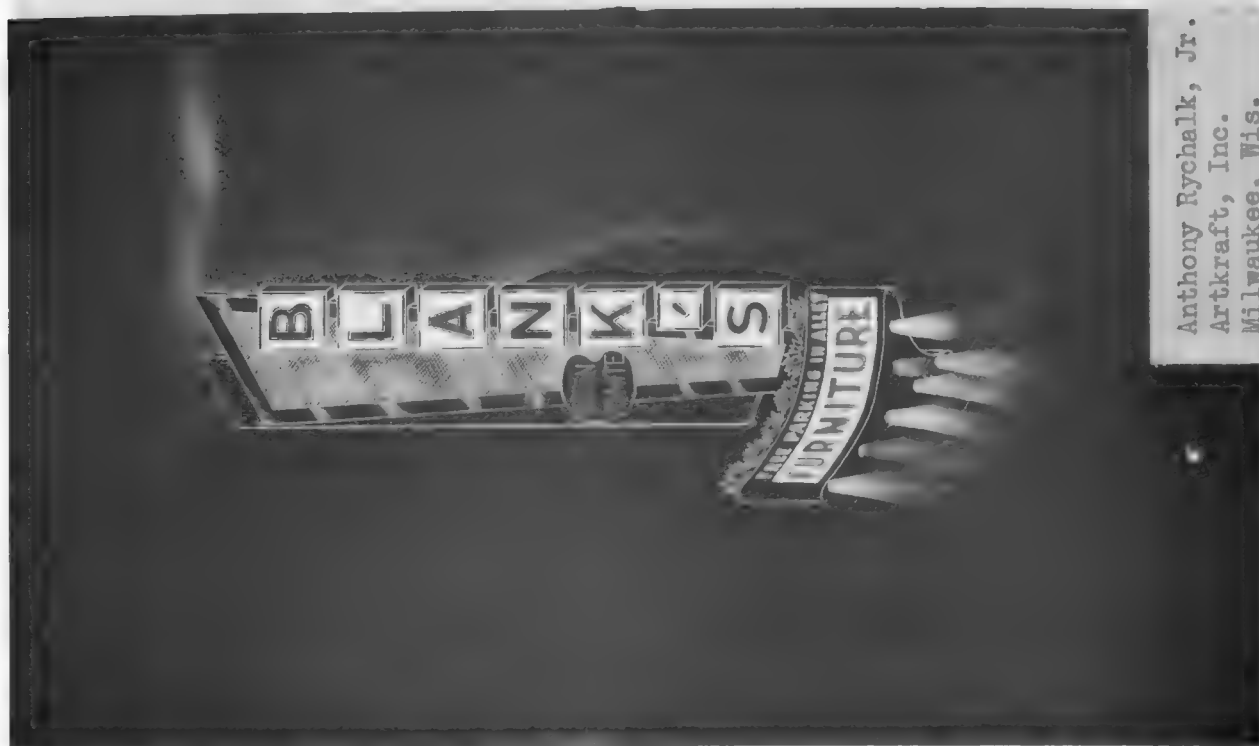
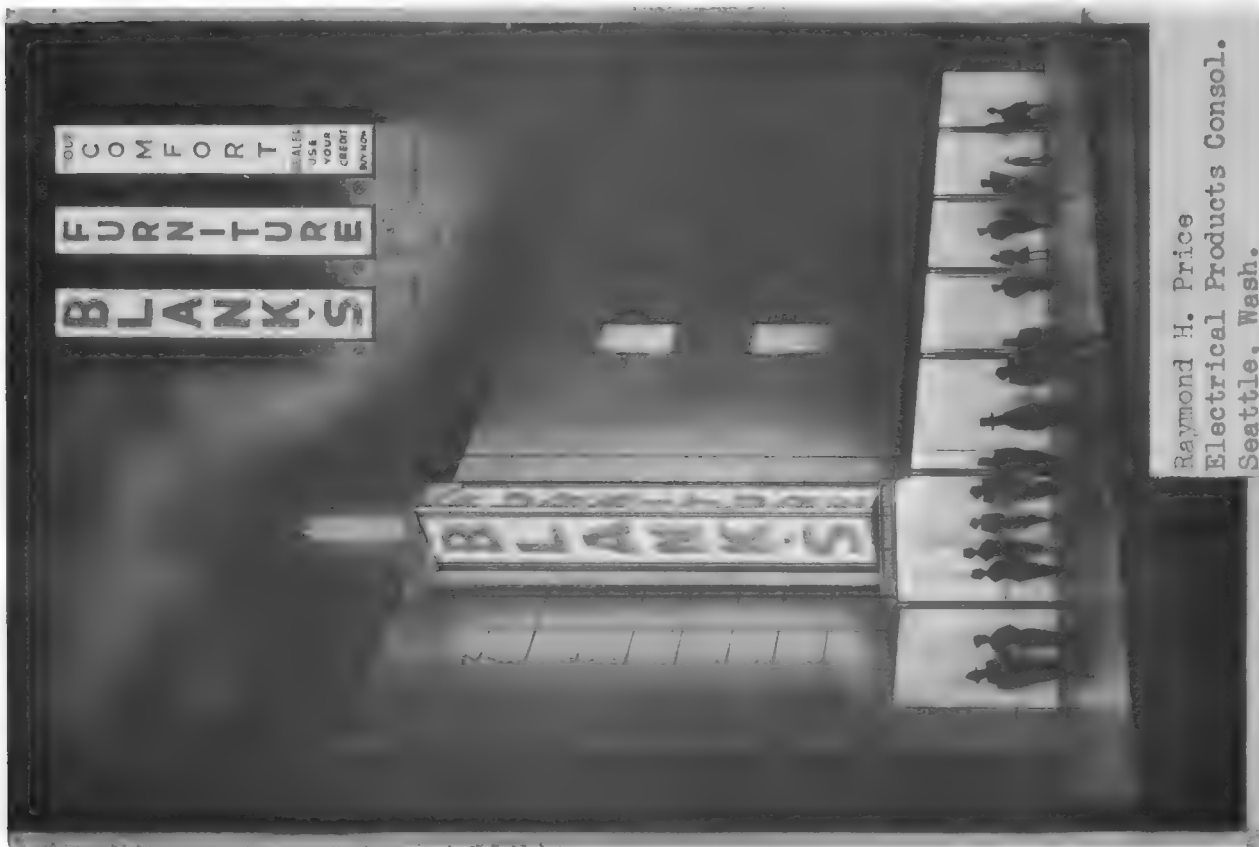


Rodney H. and Iord
Neon Products of
Western Canada Ltd.
Vancouver, B.C., Canada



A.R. Fancher
G.C. Kirn Adv. Sign Co.
St. Louis, Mo.

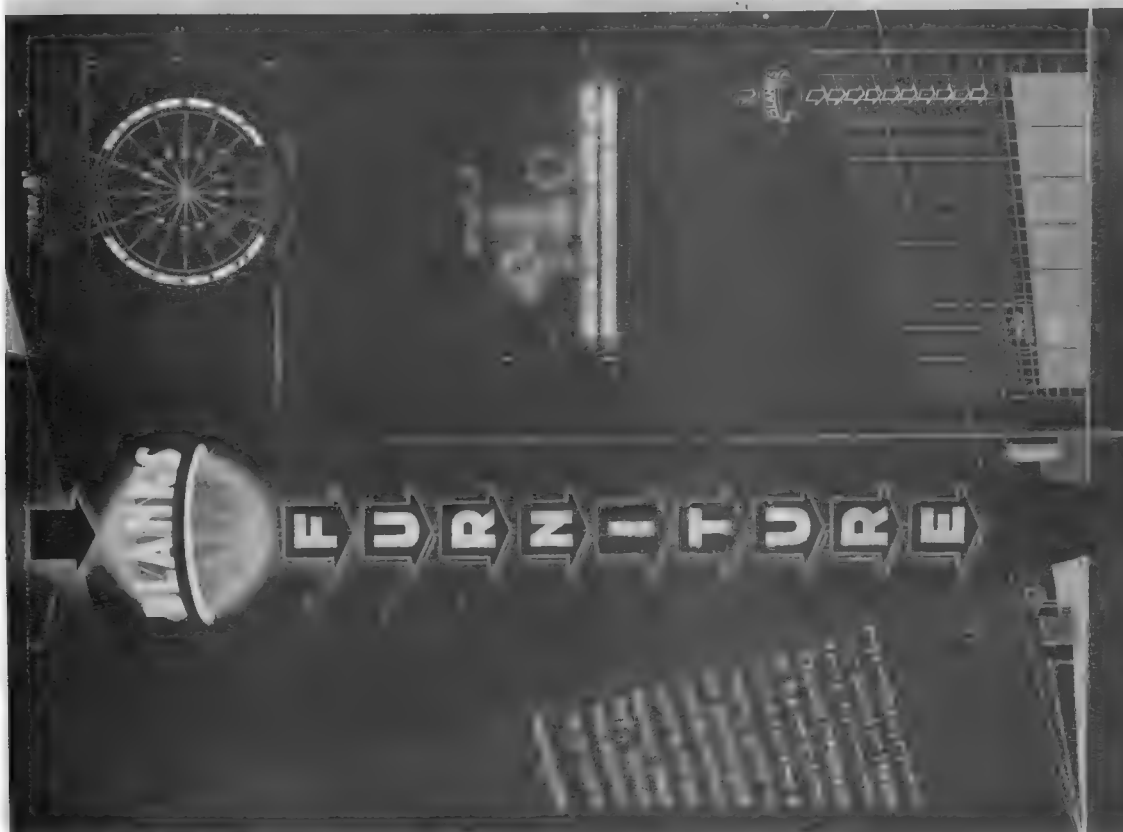




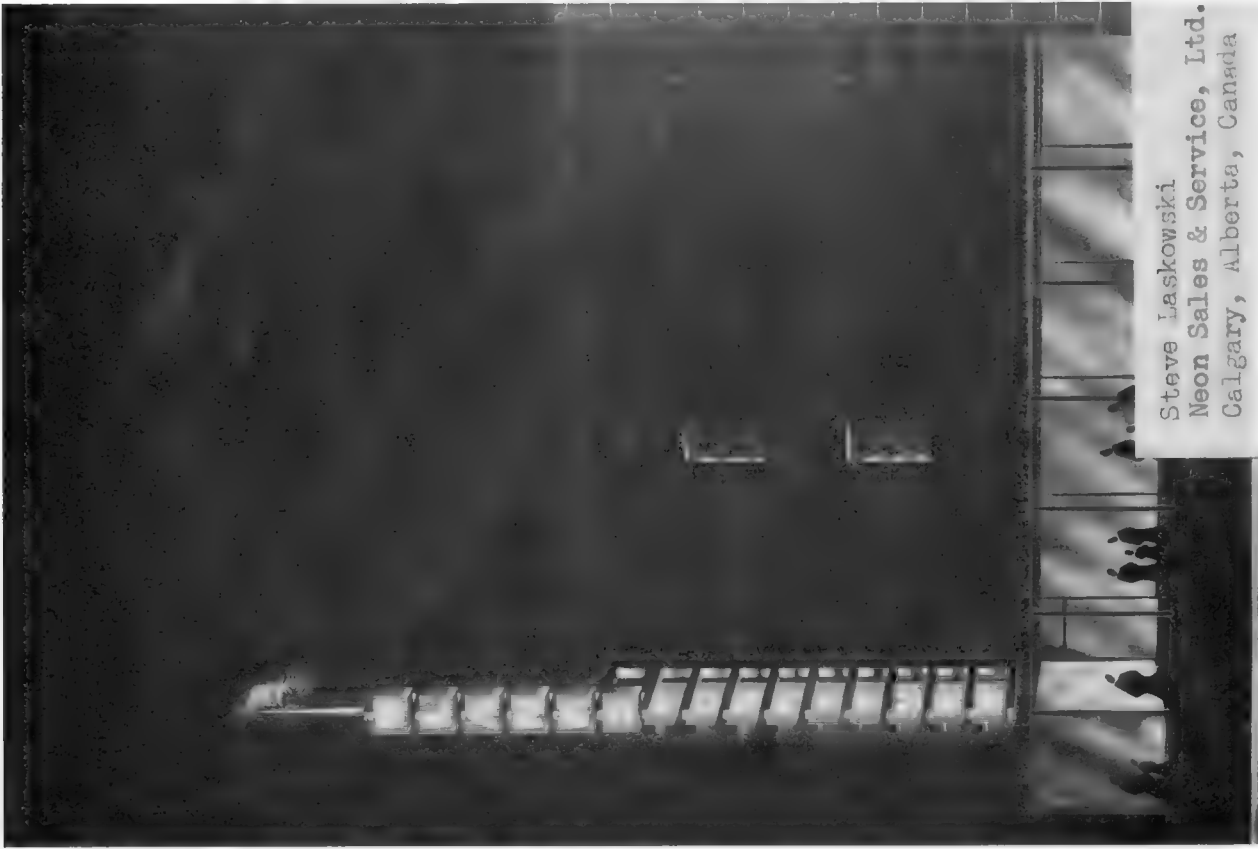
Anthony Rychalk, Jr.
Artkraft, Inc.
Milwaukee, Wis.



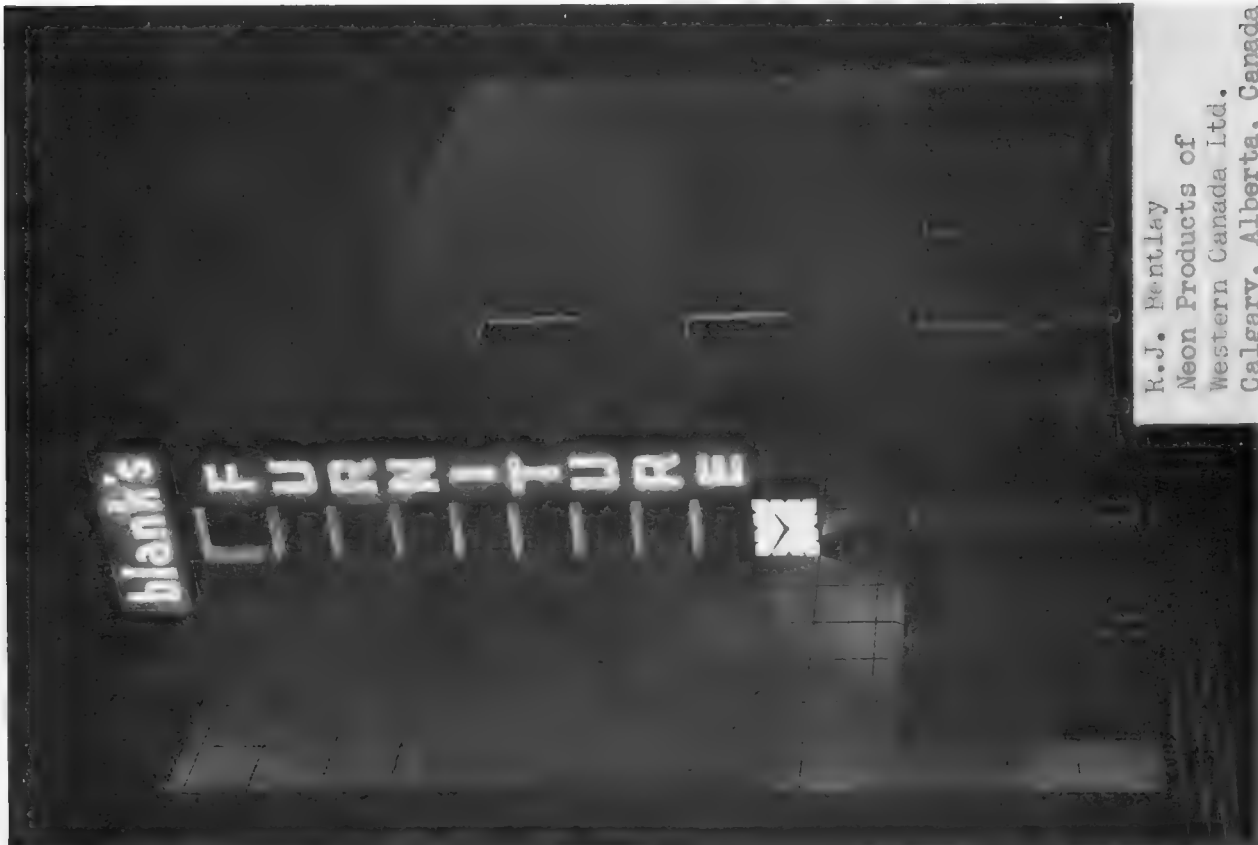
Robert M. Oliphant
Neon Products of
Western Canada Ltd.
Calgary, Alberta, Canada



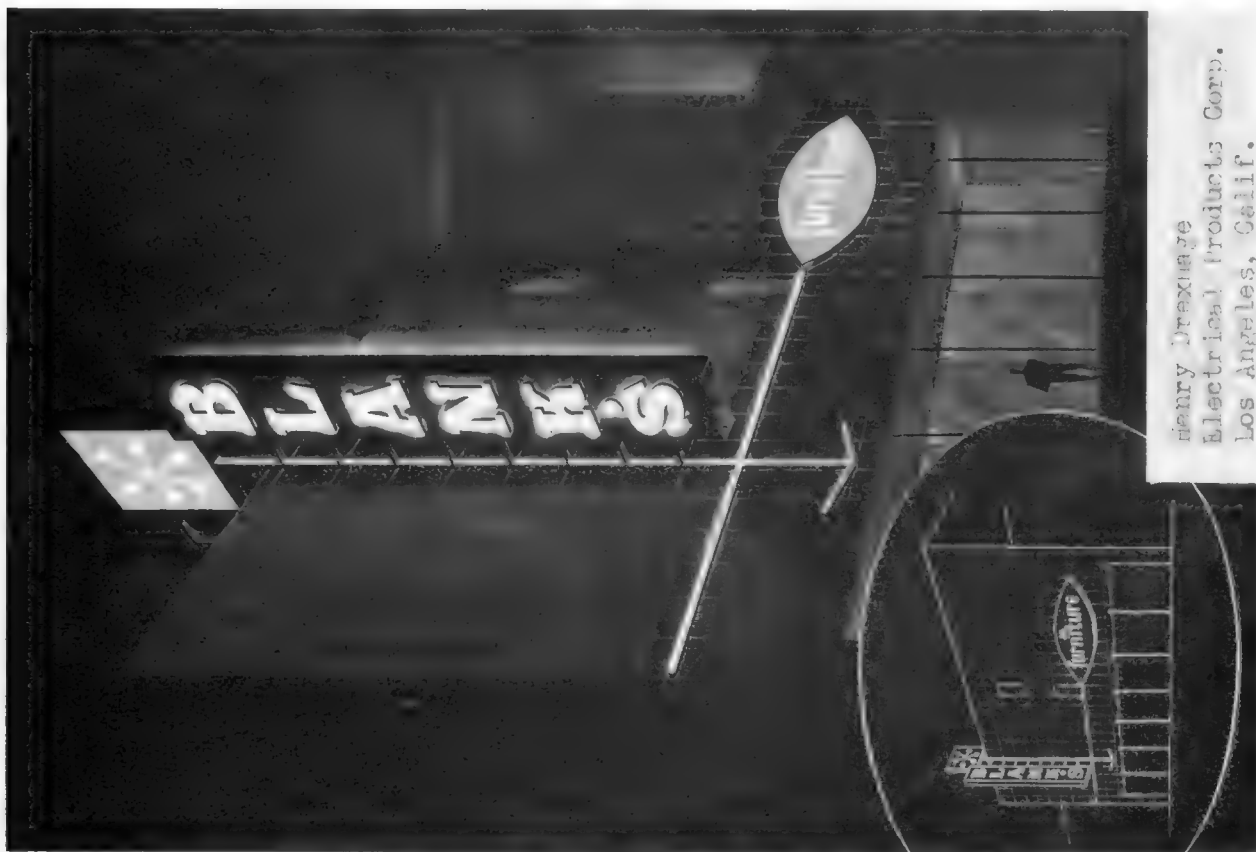
Leo Klein
A.G.V. Neon
Waterbaan F8
Deurne-z, Antwerp, Belgium



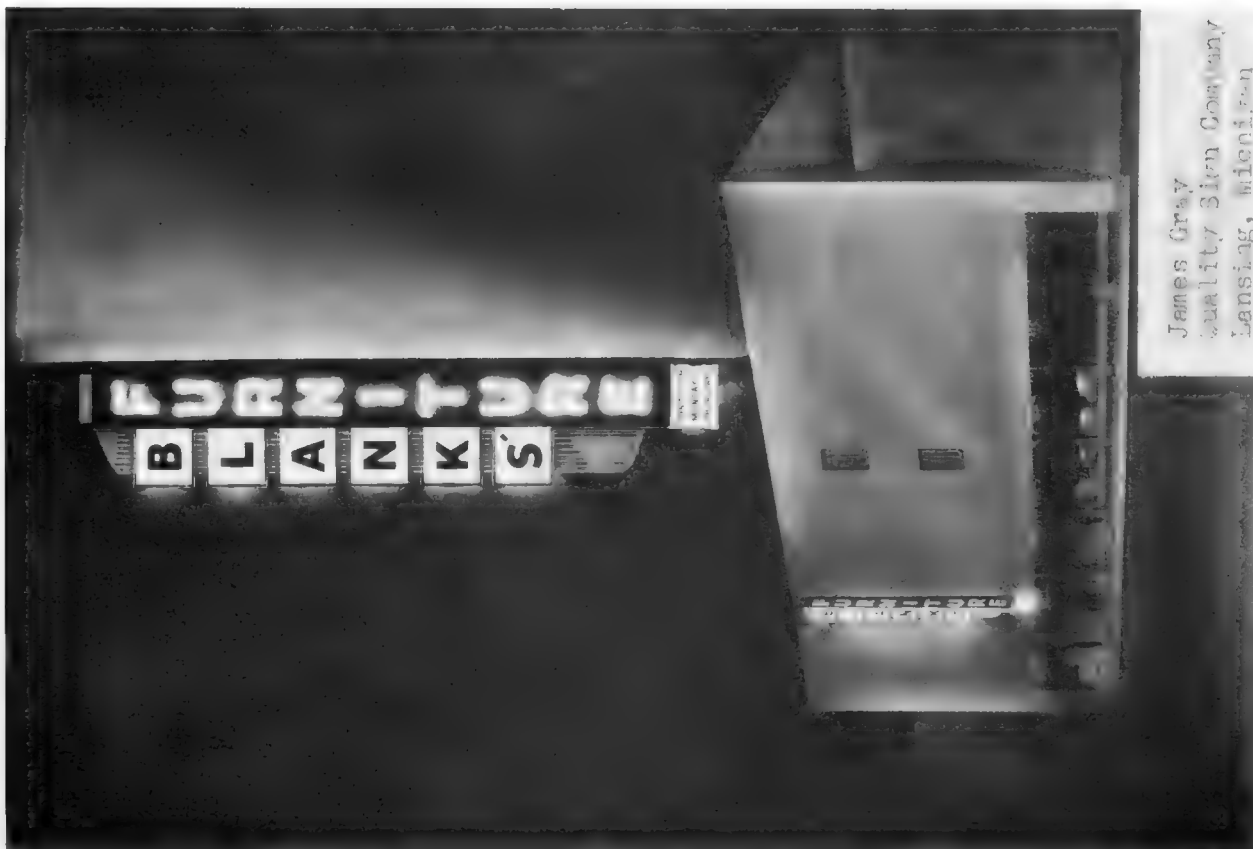
Steve Laskowski
Neon Sales & Service, Ltd.
Calgary, Alberta, Canada



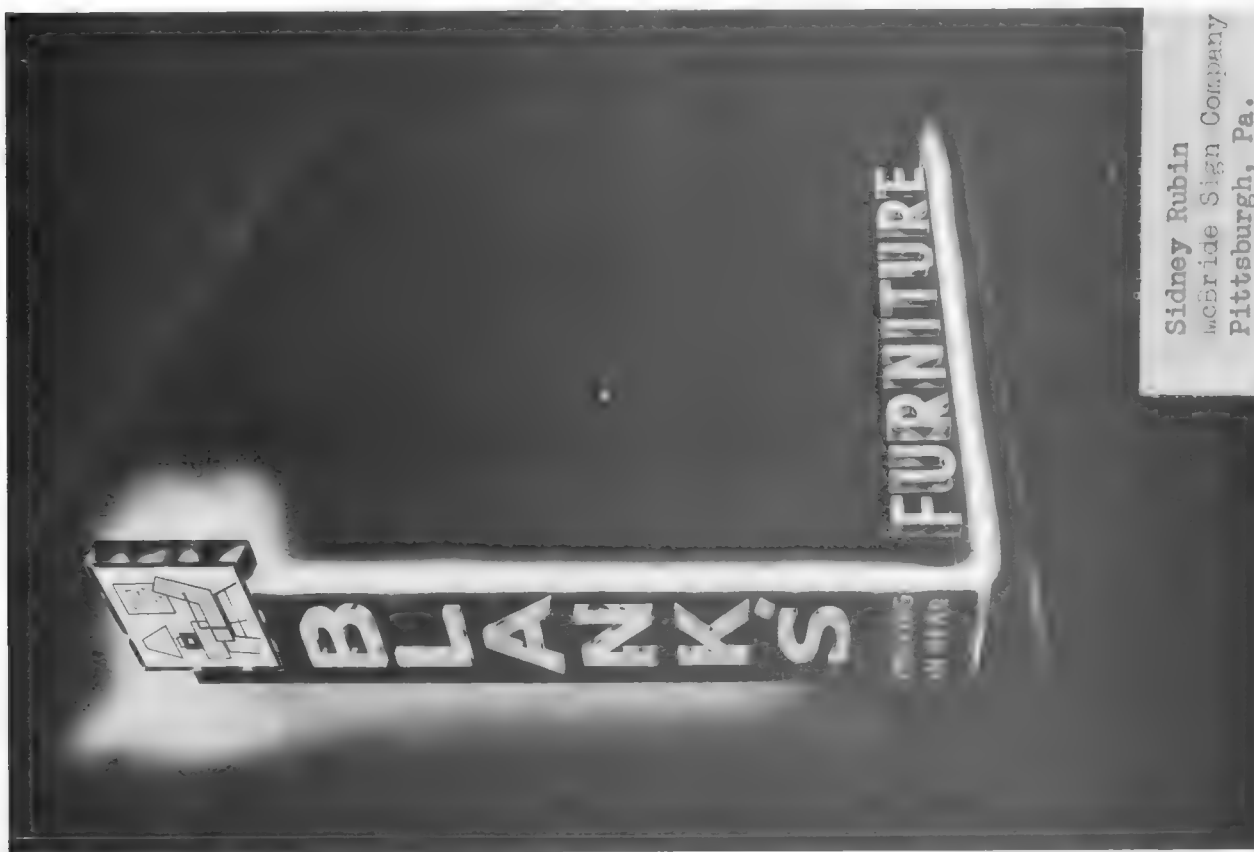
R.J. Bentlay
Neon Products of
Western Canada Ltd.
Calgary, Alberta, Canada



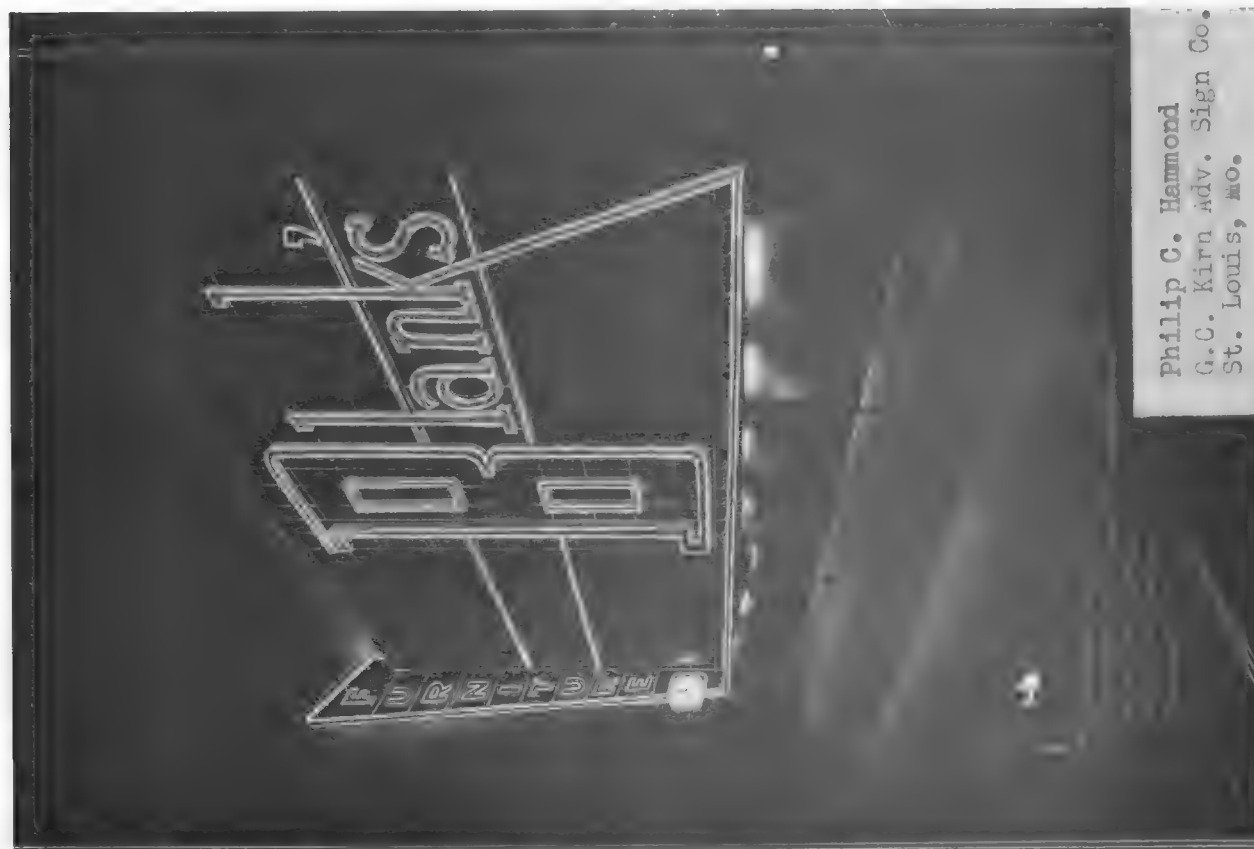
Henry Draxage
Electrical Products Corp.
Los Angeles, Calif.



James Gray
Quality Sign Company
Lansing, Michigan



Sidney Rubin
McBride Sign Company
Pittsburgh, Pa.

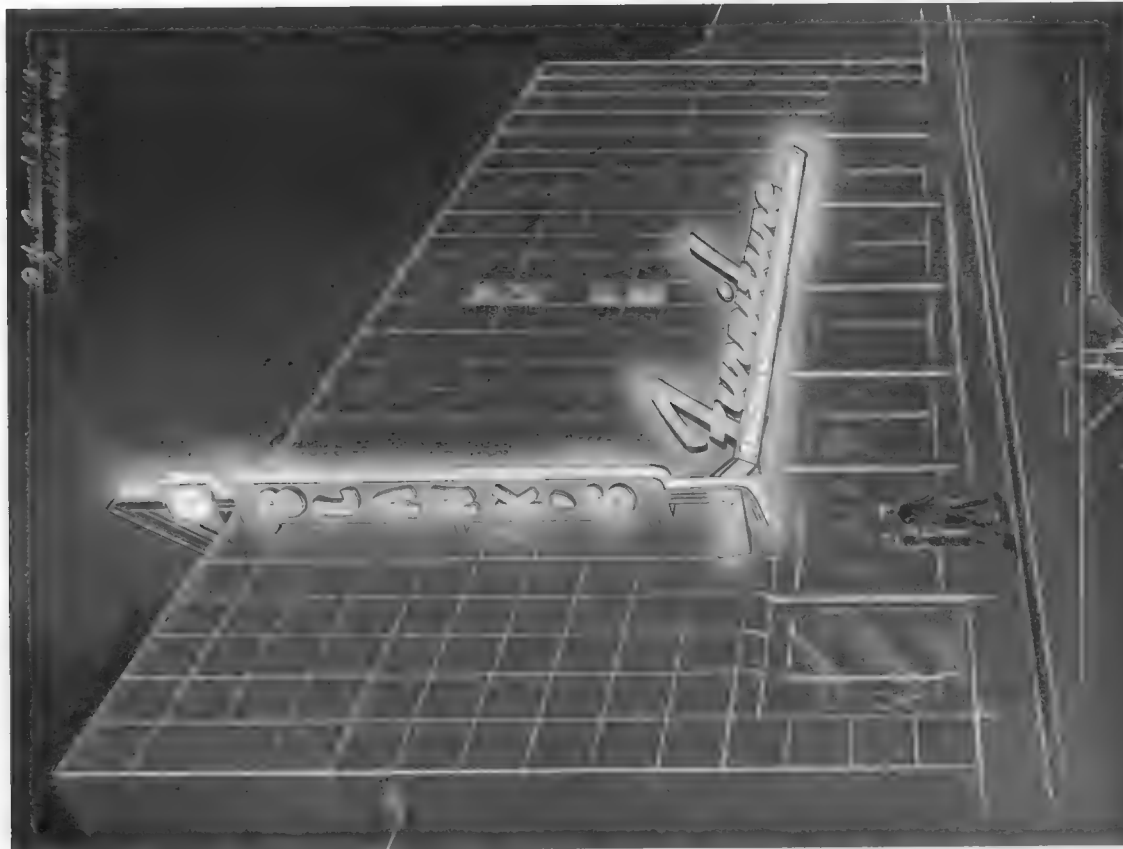


Philip C. Hammond
G.C. Kirn Adv. Sign Co.
St. Louis, Mo.

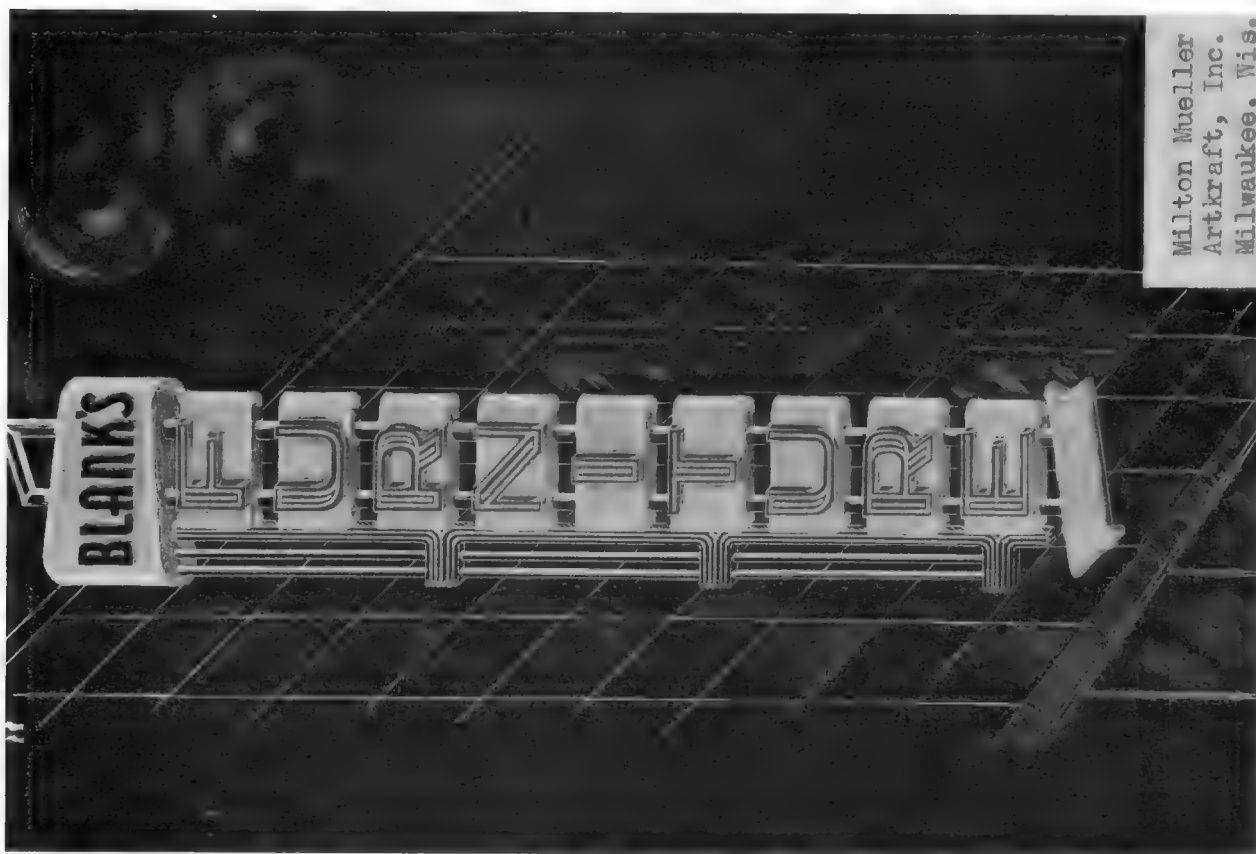




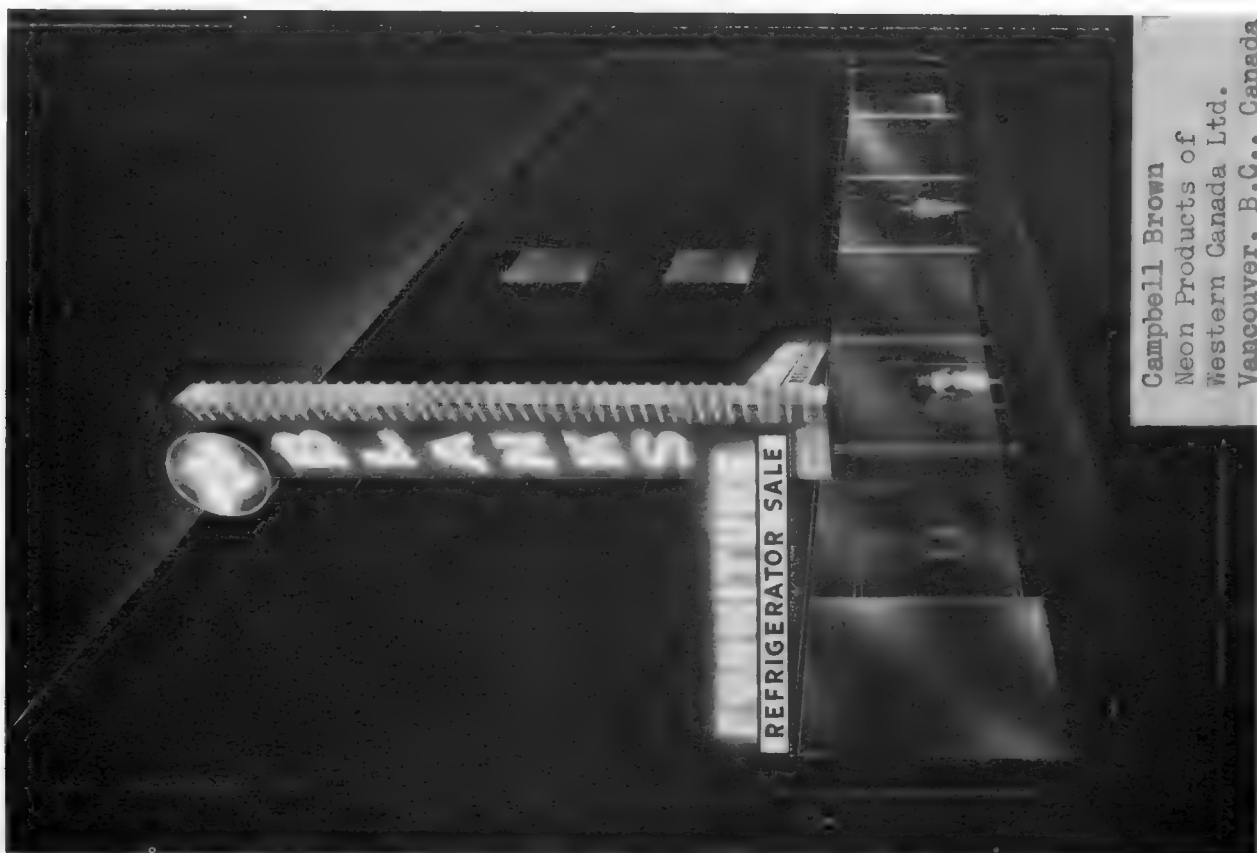
Robert Hietala
Electrical Products Consol.
Seattle, Wash.



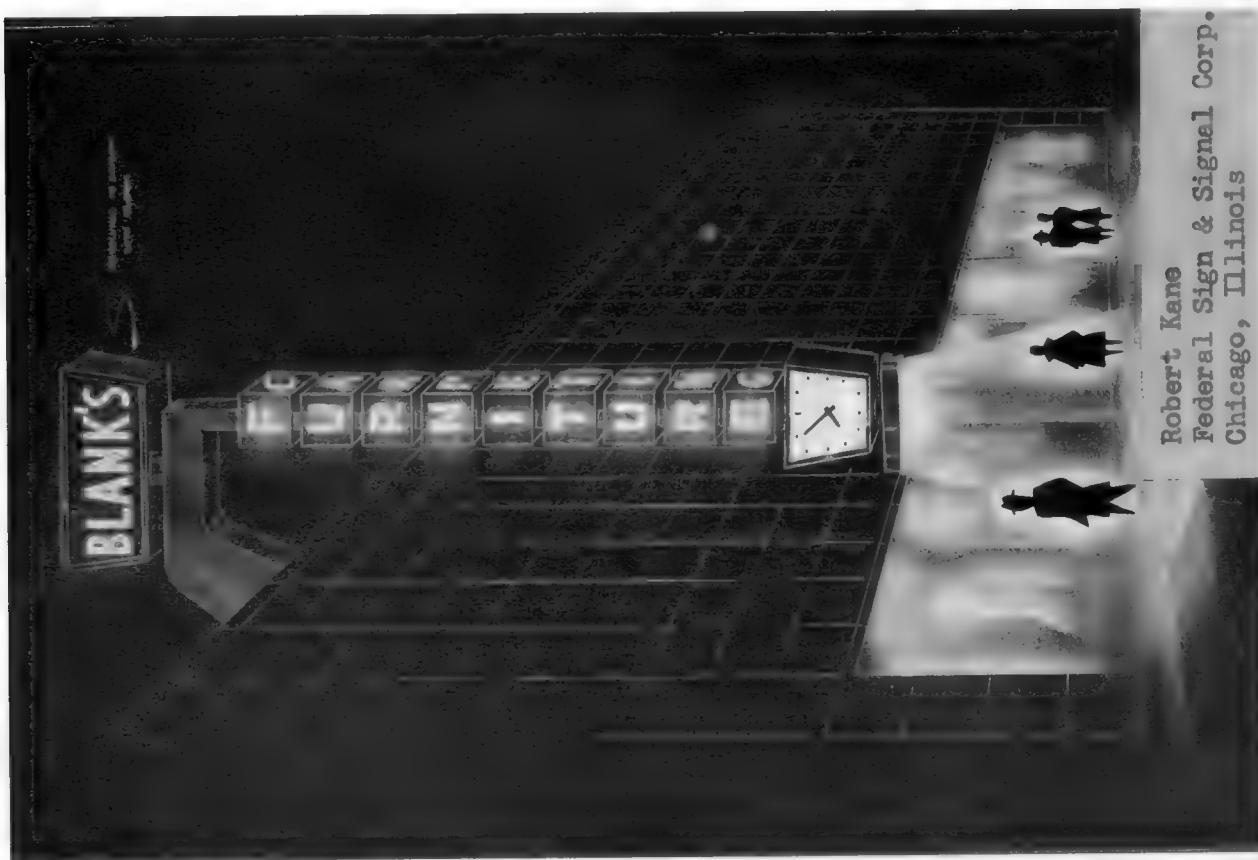
Earl F. Hofflund
Luminaire Neon Company
Los Angeles, Calif.



Milton Mueller
Artkraft, Inc.
Milwaukee, Wis.



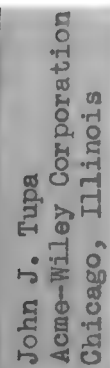
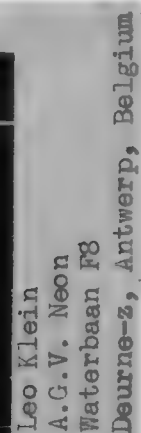
Campbell Brown
Neon Products of
Western Canada Ltd.
Vancouver, B.C., Canada



Robert Kane
Federal Sign & Signal Corp.
Chicago, Illinois



Desmond H. Beech
Gordon Neon Company
Denver, Colo.

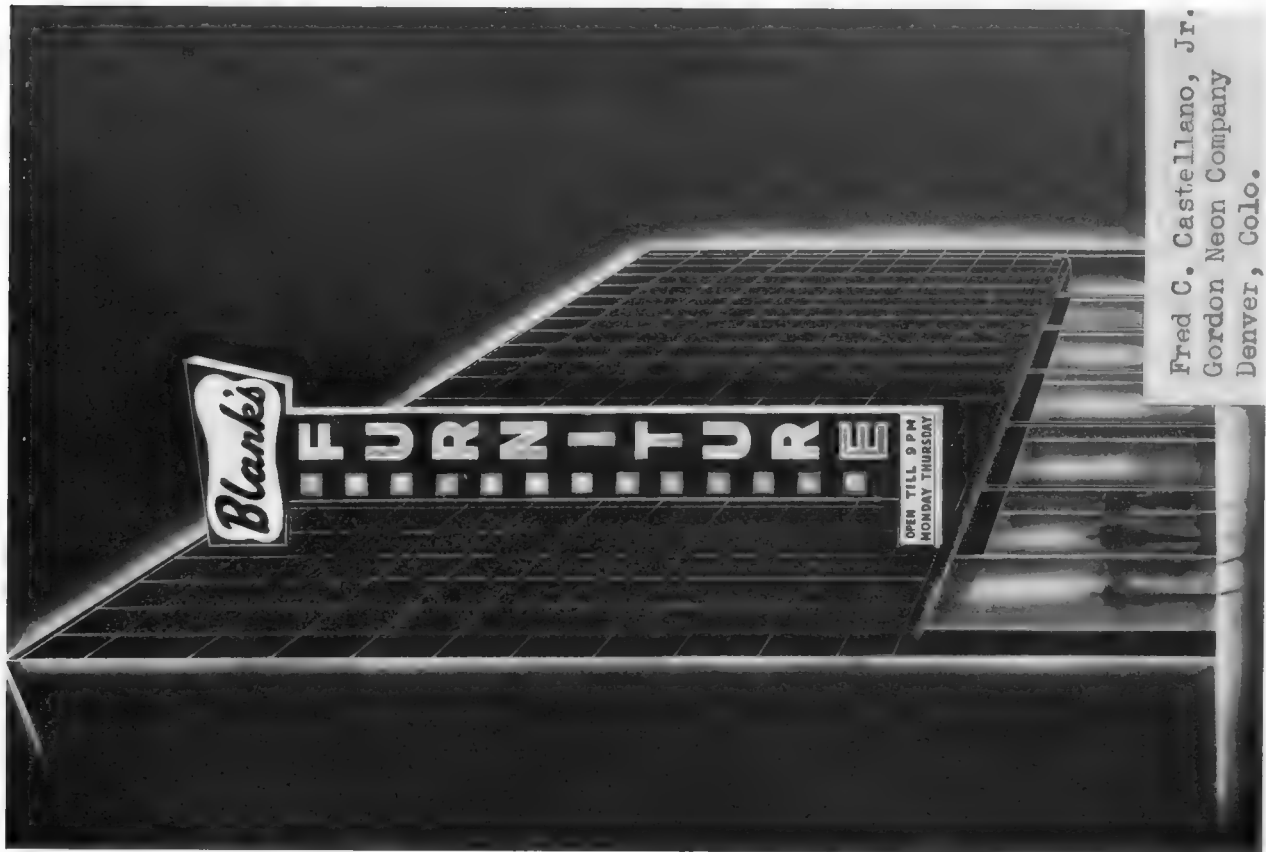




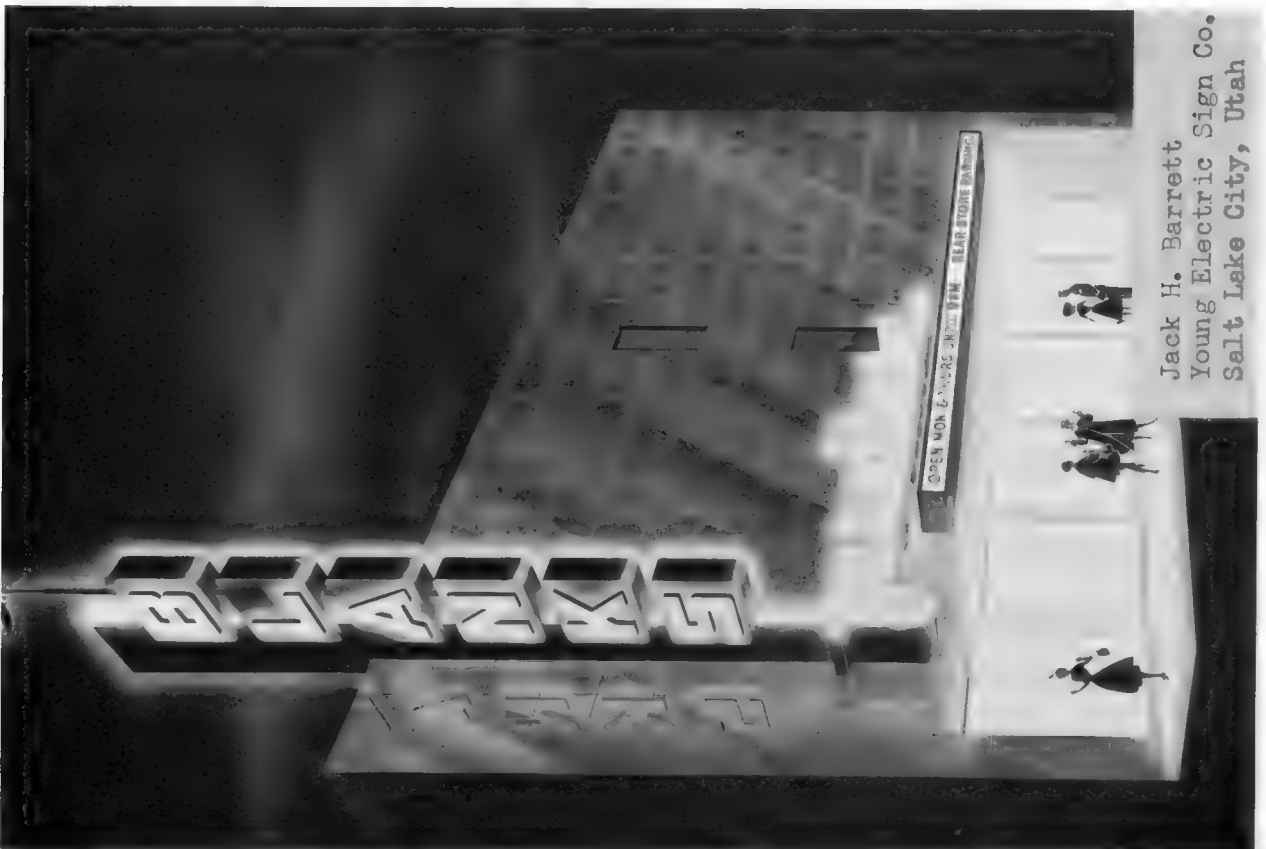
Anthony Mastadonna
Bellows Electric Sign Corp.
Akron, Ohio



James Calcott
Federal Sign & Signal Corp.
Chicago, Illinois



Fred C. Castellano, Jr.
Gordon Neon Company
Denver, Colo.



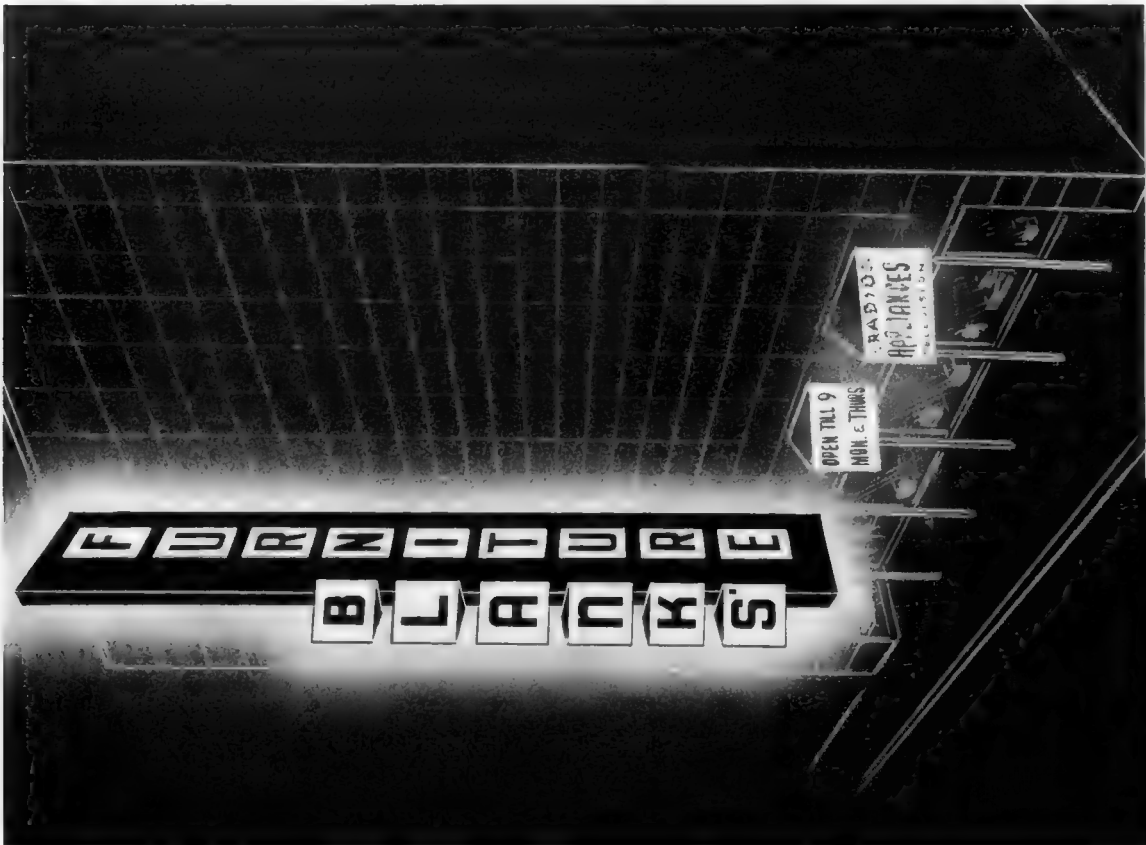
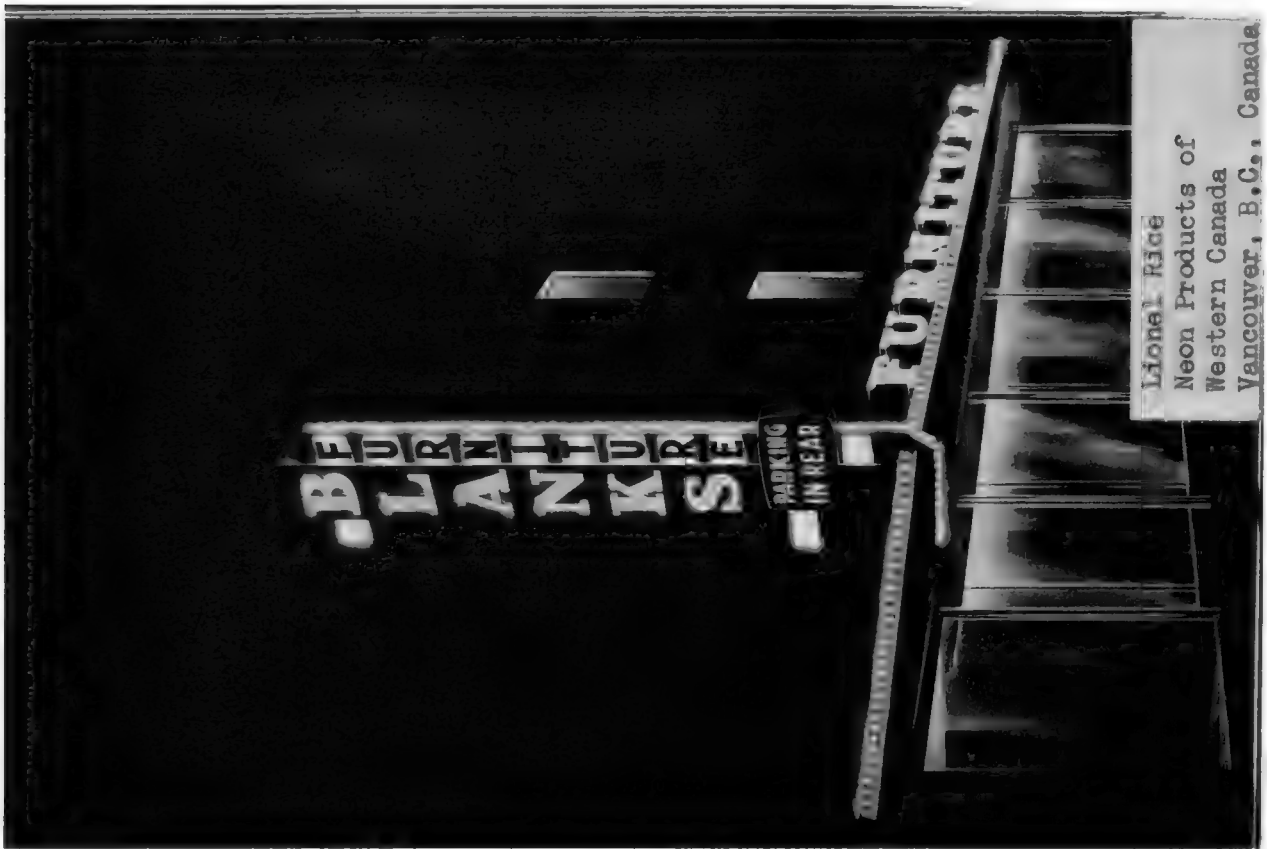
Jack H. Barrett
Young Electric Sign Co.
Salt Lake City, Utah



Willard A. Swanson
Flashtronic Neon Sign Co.
Chicago, Illinois

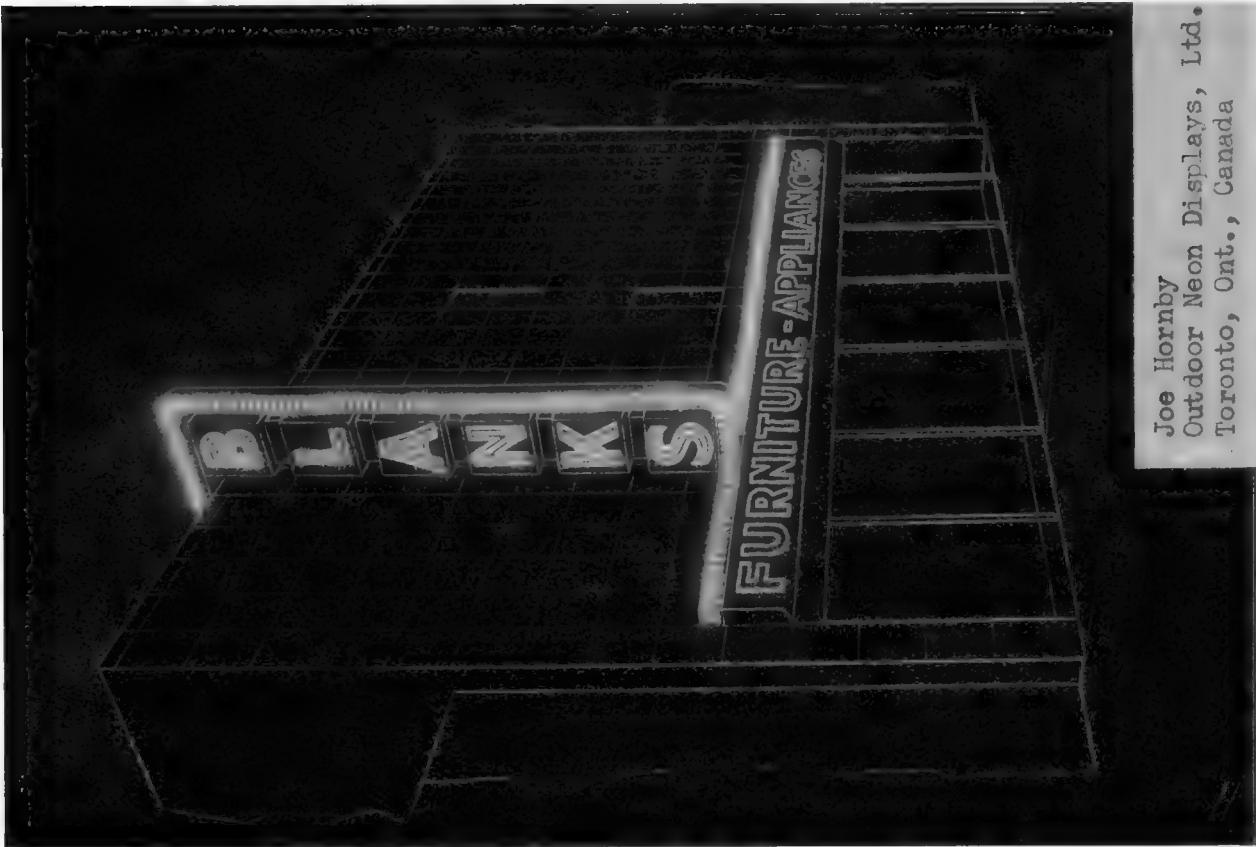


Michael Skochylas
Neon Products of
Western Canada
Calgary, Alberta, Canada

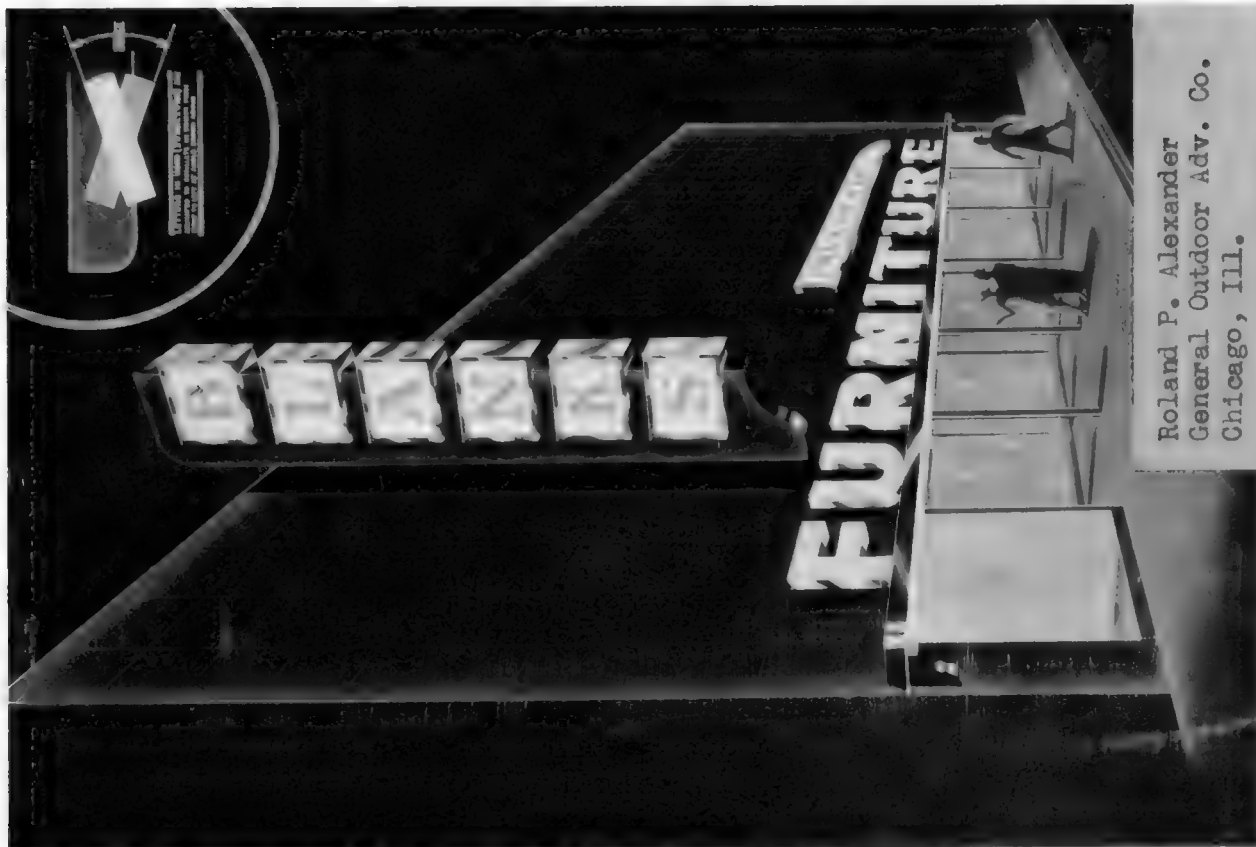


D.B. Grider
Brilliant Elec. Signs, Inc.
Cleveland, Ohio

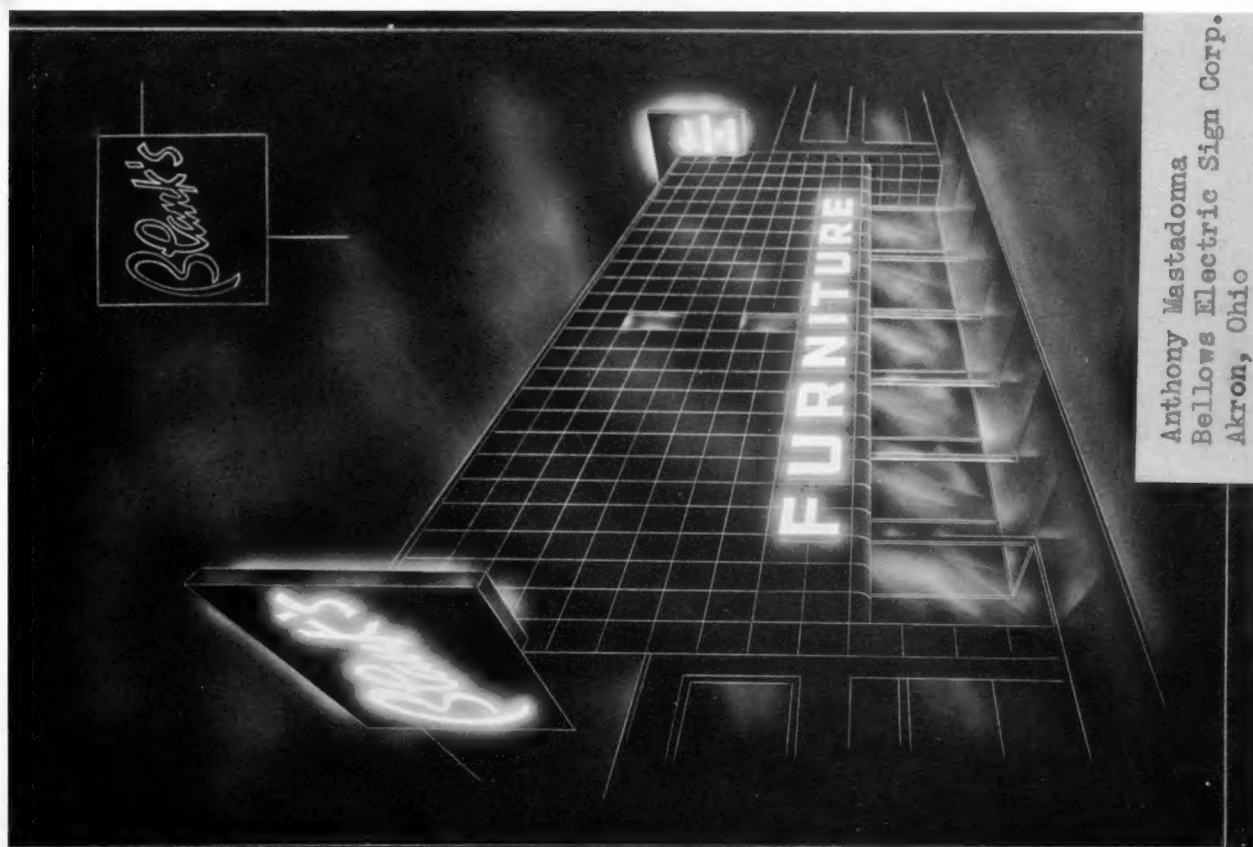
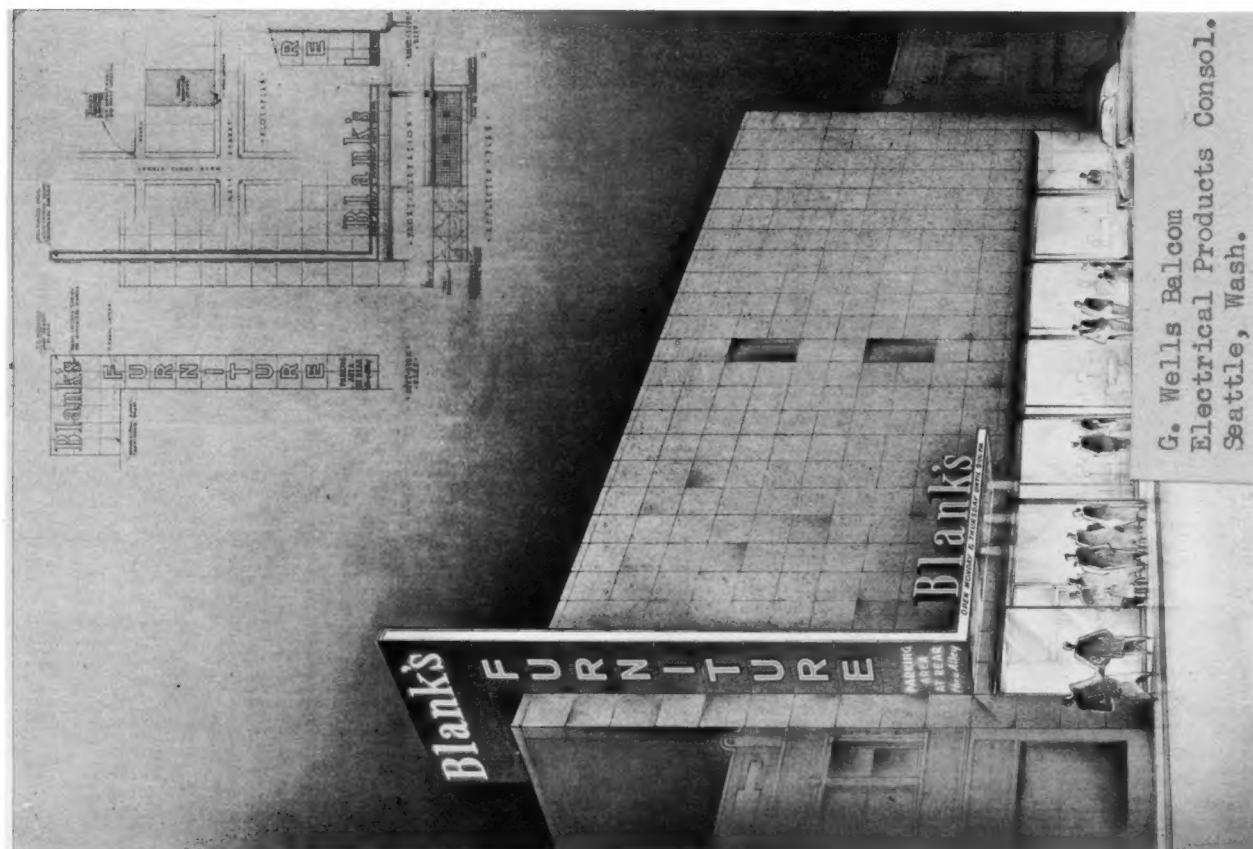


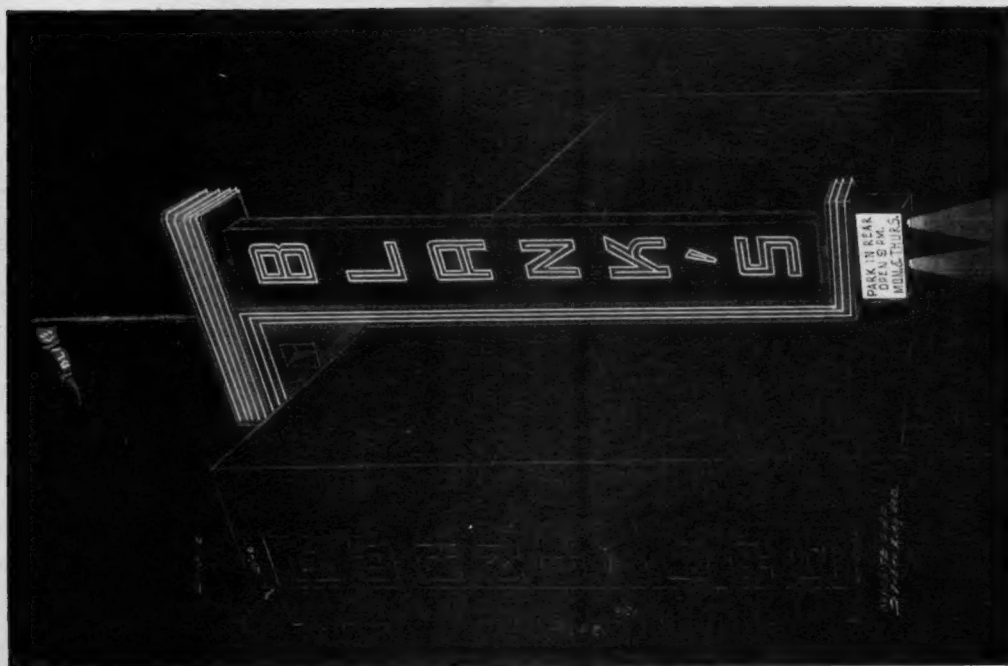


Joe Hornby
Outdoor Neon Displays, Ltd.
Toronto, Ont., Canada



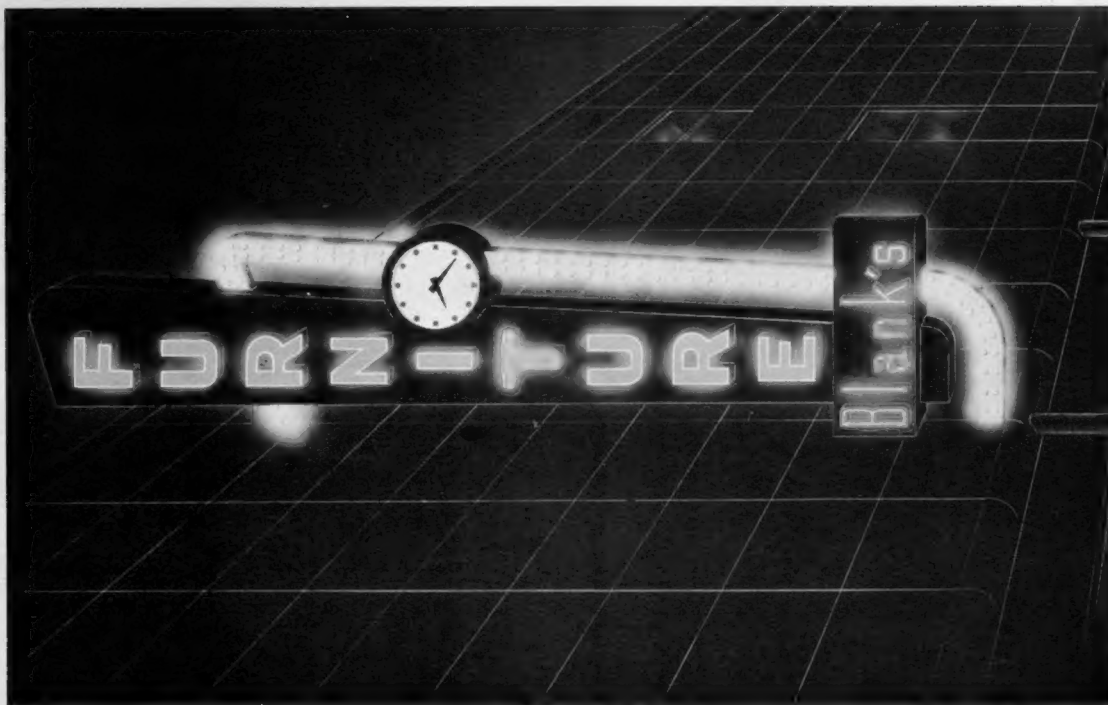
Roland P. Alexander
General Outdoor Adv. Co.
Chicago, Ill.





NESA DESIGN CORPORATION

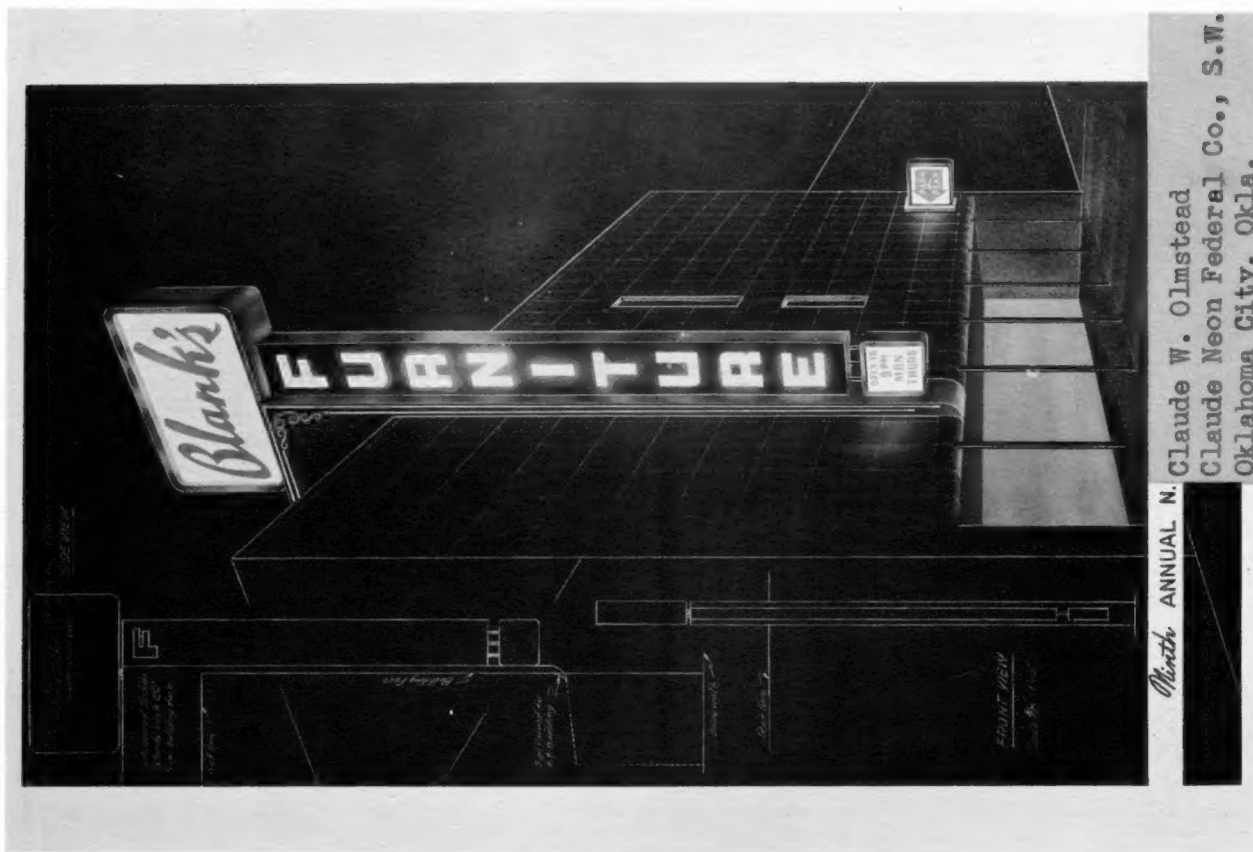
Claude W. Olmstead
Claude Neon Federal Co., S.W.
Oklahoma City, Okla.



Joseph E. French
Federal Sign & Signal Corp.
Louisville, Ky.



Raymond L. Herness
Electrical Products Consol.
Tacoma, Wash.



Claude W. Olmstead
Claude Neon Federal Co., S.W.
Oklahoma City, Okla.

